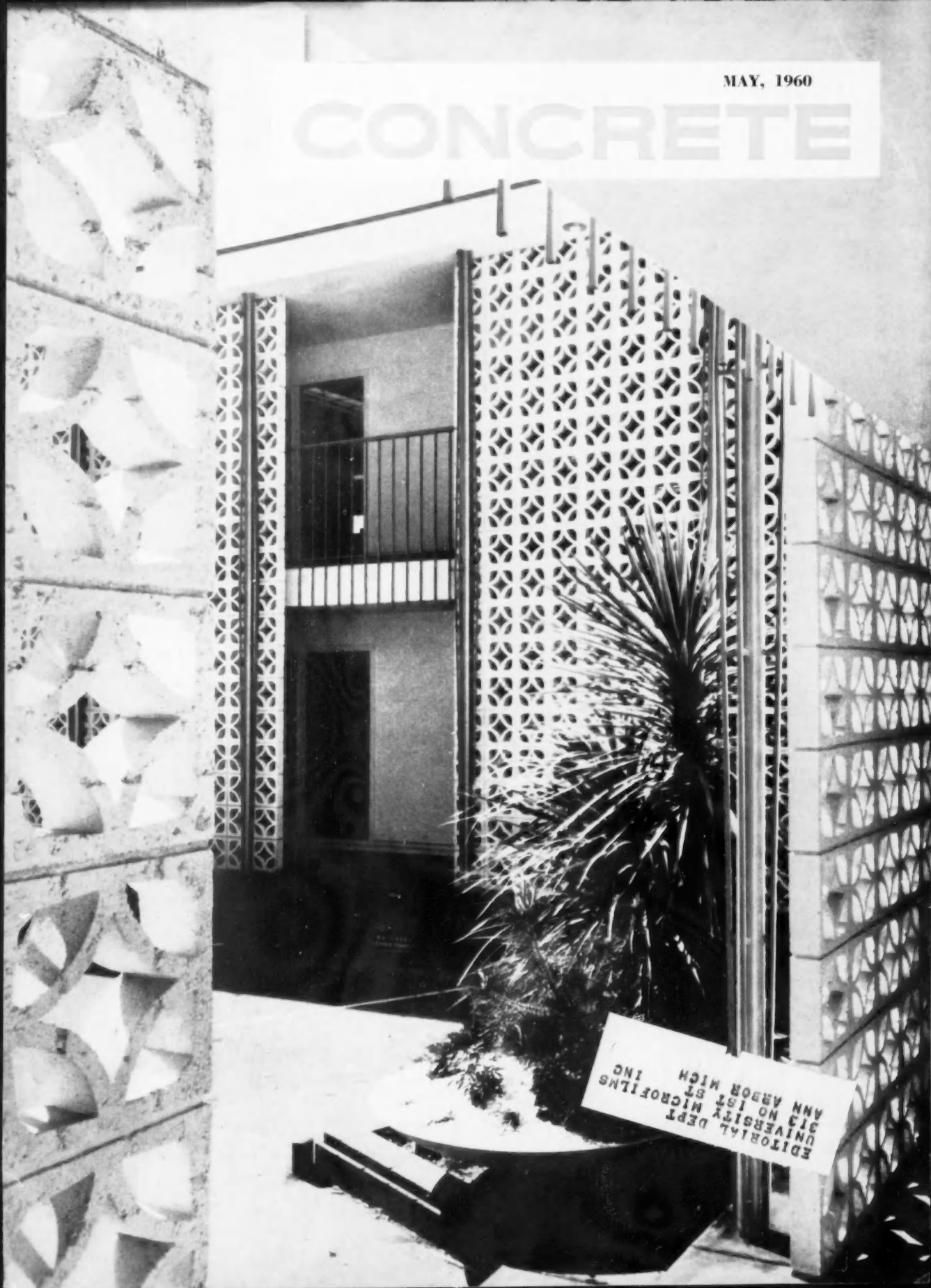


MAY, 1960

CONCRETE





**"We don't give away concrete...
we sell its uniform quality"**

P. M. (JACK) CARTER,
Vice President and General Manager,
Dallas Concrete Company,
Dallas, Texas.



C. P. FONTAINE, JR., Superintendent at Dallas Concrete Co. and Batchman, Joe Green (in photo) work with Quality Control Engineer, Ralph E. Gorman to maintain high standards for uniform quality concrete in the Dallas market.

"There's concrete . . . and there's *uniform quality* concrete. The prices charged may not be far apart. Dallas Concrete Company stopped trading on price and started selling uniform quality. In the price game *everyone* was the loser . . . specifier, contractor, owner, competitor—and us.

"Laboratory tests and our own quality control records show that our concrete meets and exceeds performance specifications . . . has exceptional uniformity . . . and is tailored for the special placing and finishing preferences of each contractor customer.

"Can uniform quality concrete be sold for its *full value*? Yes . . . and the proof is in the number of jobs we got where we were not low bidder. It's not price . . . it's *uniform performance*.

"The same goes for admixtures. Our use of POZZOLITH since 1948 is based on the better control it gives us over slump and strength. And our customers agree that nothing comes close to POZZOLITH in eliminating plastic shrinkage and cracking of the semi-hardened concrete . . . a serious problem in this area."

Over 1500 quality conscious producers of Ready-Mixed concrete and concrete products are using POZZOLITH for similar reasons. They've found there's no equal to POZZOLITH . . . and to Master Builders field service. You and your customers can profit immediately. Call in the local field man now.

*The Master Builders Company • Cleveland, Ohio
Division of American-Marietta Co.
World-wide manufacturing and service facilities*

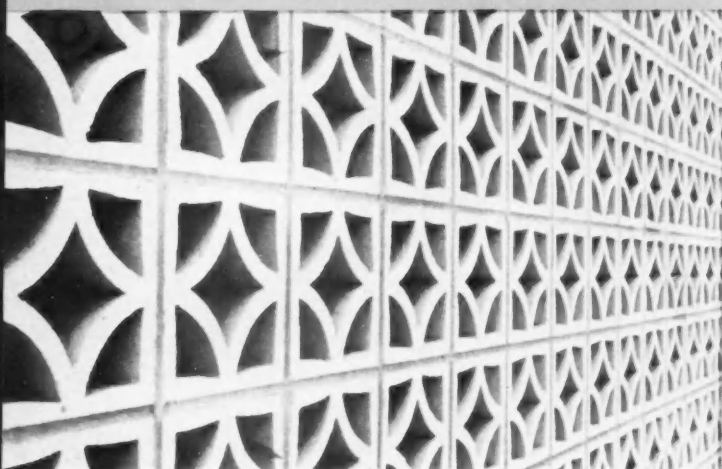
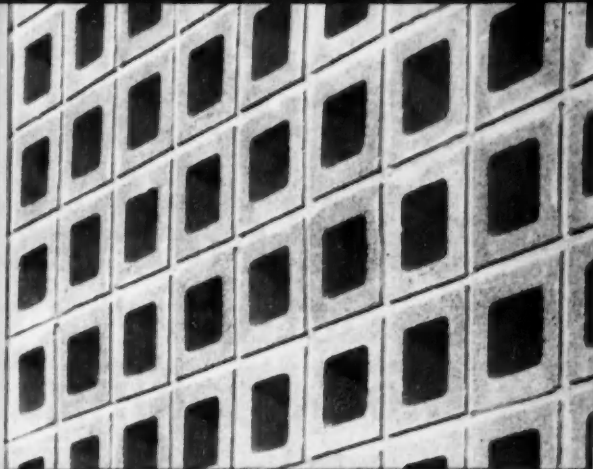


POZZOLITH CONCRETE . . . for new downtown Dallas addition to the Praetorian Mutual Life Insurance Co. Building . . . by Dallas Concrete Co. Architects and Engineers, Grayson Gill, Inc. • Structural Engineers, Hunt and Joiner—both of Dallas. General Contractor, Henry C. Beck Co., of Dallas and Atlanta.

Our 50th Year

MASTER BUILDERS[®] POZZOLITH^{*}

*POZZOLITH is registered trademark of The Master Builders Co. for its concrete admixture that helps produce better quality ready-mix concrete more economically.



Plain or fancy...

you can sell Dur-o-wal for just about any kind of masonry wall

Hats off to today's architects for a new world of beauty in block. Or, hats to builderseverywhere for making that beauty last with Dur-o-wal. It's the rare block pattern, plain or fancy, that does not permit America's most widely wanted masonry wall reinforcement. And just about every time you sell a load of block, you can also sell Dur-o-wal!

Dur-o-wal's trussed, butt-welded construction—with deformed rods

that lay straight and flat—has been engineered to do a job. Increases the flexural strength of a masonry wall at least 71 per cent, as much as 261 per cent, depending on the weight Dur-o-wal used, number of courses, and type of mortar. This makes for truly permanent masonry wall construction and looks.

For sales information, contact any of the eight Dur-o-wal locations below. We're set up for service!



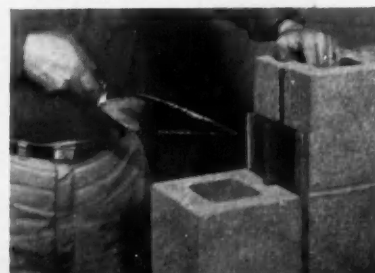
Two engineered products that meet a need. Dur-o-wal reinforcement, shown above, and Rapid Control Joint, below. Weatherproof neoprene flanges on the latter flex with the joint, simplify the caulking problem.

DUR-O-WAL®

Masonry Wall Reinforcement and Rapid Control Joint

RIGID BACKBONE OF STEEL FOR EVERY MASONRY WALL

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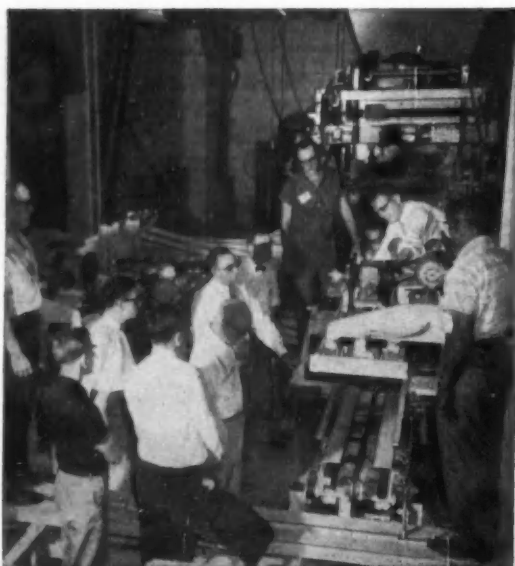


Short Course in Better Blockmaking!



Besser instructor helping blockmaker-students solve the "mystery" of electrical circuitry.

Enrollments accepted now in tuition-free Besser School



The operation of the loader transfer on the Besser-Matic is explained to a typical class.

This business of blockmaking holds fewer headaches for you, after you've attended Besser School. You're equipped to make quality concrete block faster — and at lower cost.

More than 880 block-plant owners, managers, superintendents, foremen, maintenance men, and allied tradesmen have attended technical courses. There is no tuition fee.

Twenty technicians and instructors provide a balanced curriculum, including conference lectures, practical demonstrations, and do-it-yourself sessions on: Electrical and Mechanical Preventive Maintenance • Materials and Methods Testing, Blending and Mixing • Curing and Cubing • Proper Uses of Concrete Block • New Product Opportunities • Automation.

Now is the time to enroll for the eleven-day technical sessions to be held in Alpena during June and August. Only a limited number of applications can be accepted, so write *today* for enrollment blanks and further information.

Special Management Seminar. Deals with the fields of advertising, accounting fundamentals, cost savings, statement analysis, and profit planning. Write for separate Management Seminar schedules.



BESSER Company

Dept. 127, Alpena, Michigan, U.S.A.

FIRST IN CONCRETE BLOCK MACHINES

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CONCRETE

For producers of concrete block, precast and prestressed concrete products and ready mixed concrete

Published Monthly By Concrete Publishing Corp. • 400 W. Madison St., Chicago 6, Ill. • Central 6-8822

Vol. 68, No. 5
Est. 1904

Donald T. Papineau

Publisher

Jack Anderson

Editor

Advertising Representatives

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& Sons, 221 N.
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Circulation Audited
and Verified by
The Verified Audit
Circulation Company.

All correspondence and editorial material should be addressed to Concrete Publishing Corp., 400 W. Madison St., Chicago 6, Ill. All ad plates should be sent to Concrete in care of Wayside Press, Mendota, Ill.

Subscription Price: \$6.00 for one year, \$11.00 for two years, postpaid. No subscriptions accepted for longer than two years. Single copies, 50 cents. Copyright 1960 by Concrete Publishing Corp. Accepted as controlled circulation publication at Mendota, Ill.

News

Texas Industries Buys Circle Concrete

Texas Industries, Inc., Dallas, has acquired Circle Concrete Corp. and two affiliated companies, it was disclosed recently.

The transaction was announced jointly by Ralph B. Rogers, president of Texas Industries, and Earl Bowden, president of Circle Concrete. The purchase price, said to be substantial, was not disclosed.

Included in the acquisition were Circle Concrete Corp., Dallas, Circle Concrete Corp. of Garland, and the Bowden Co. The companies operate four ready mix concrete batching plants and 41 ready mix trucks in the Dallas, Garland and Mesquite areas.

All Circle personnel will continue with the organization, with Bowden as general manager.

Bowden said, "Our new affiliation will mean continually greater improvement in our service and quality,

which has been our policy since the companies were founded in 1952."

Rogers called Circle one of the largest producers of ready mix concrete in Dallas County. He said the move represents a further step in Texas Industries' program of vertical integration in the business.

"With the completion this fall of Texas Industries' new cement plant at Midlothian, the company will produce all of its own cement as well as aggregate, and with its new subsidiary will be able to offer complete coverage and better service to customers in Dallas and Tarrant counties," he said.

Texas Industries owns four other ready mix operations — in Fort Worth, New Orleans, Shreveport and Alexandria — and 20 other companies in six states, producing precast and prestressed elements, concrete masonry units, aggregates, Sakrete, pipe and other construction materials.

Colonial Block Adds New Machine

A new Besser Vibrapac block machine was put in at the Colonial Block Corp. plant in Norfolk, Va., late in February.

New Prestressing Plant In Mexico City

Harry Edwards, President of Leap Associates in Lakeland, Florida, has announced the completion of negotiations for a new prestressing plant to be located in Mexico City.

William D. Givens, Research and Project Engineer at Leap, will spend several months in Mexico to set up the new plant and train personnel. The plant will supply the Mexico City area with cored slabs, joists, beams, columns, etc. Future plans incorporate the use of the new Dodd Extrusion Machine to provide mass production at minimum cost.

Other changes in the organization include the appointment of J. Robert Lundy to the position of Sales Manager and J. Harrison Smith as Public Relations and Co-ordination Director.

Collins Concrete Begins \$100,000 Expansion

Collins Concrete Products Co. has begun an estimated \$100,000 expansion at their plant in Hanover, Pa. President Donald H. Fisher said the company is installing an automatic block machine which will increase production from 2,000 to 8,000 per day; a new mixer that will hold 50 cu. ft. of concrete per load.

Fisher also owns Don's Redi-Mix Co., formed in 1957. The Collins company was founded 38 years ago by Mervin Collins, now retired.

Concrete Featured in Calif. Teachers Building



A dramatic new \$1 million white concrete building, headquarters for the California Teachers Assoc. in Burlingame, Calif., has been completed, as shown above. The building, of reinforced concrete, used a gold-colored aluminum sun-screen. The first floor is white brick and glass, the second and third floors are plate glass with concrete. Concrete was used in several other places, including for planter tubs and in a patio shielded by a block wall.

Consumers Concrete Builds New Indiana Plant

A large ready mix plant under construction in the northern Indiana industrial area was scheduled to open April 1. The plant was built by Consumers Concrete Corp., Michigan City, Ind.

According to General Manager Wilson Barnes, the plant "will be the most modern in the state of Indiana. The new facility will batch concrete . . . by the use of a pre-punched 'spec card' that is inserted into a panel board . . ."

Now!

with a *Columbia*
**AUTOMATIC LOADER
AND UNLOADER
YOU GET**

*TOP PRODUCTION**

**FOR AS MANY HOURS
A DAY AS YOU WANT**



The smooth, trouble-free automatic operation of a Columbia Rack Loader and Unloader brings automation to the concrete block plant—speeds production and reduces man-hours as much as 40% because the entire process can be tended by the cuber—cuts employee fatigue and other personnel problems—and with a minimum of handling you get better block, with fewer culls and very little loss from breakage resulting in . . . **MORE PROFIT PER BLOCK.**

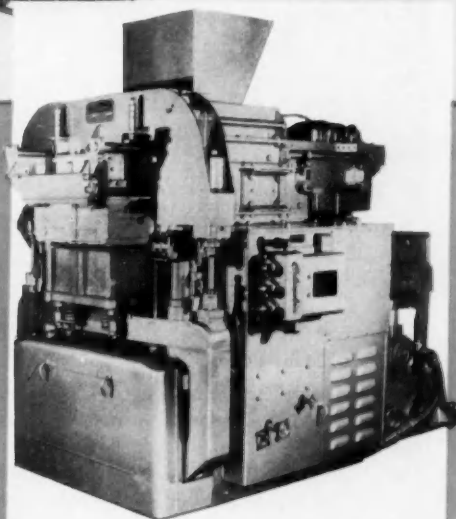
This high production equipment can be yours on an easy-to-pay basis. Ask your Columbia representative for complete information, or write, wire or phone.



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*Manufacturers and world wide distributors of a complete line
of plant equipment for production of concrete products*



NEW COLUMBIA SUPER MODEL 10

* This machine, combined with the Automatic Rack Loader and Unloader, can increase your production to as high as 8 cycles per minute on 8x16 units. It is designed for easier and faster field service and maintenance—can be changed over to half heights in 20 minutes or less. It is completely self-contained and requires only wiring for installation. With or without the Automatic Loader and Unloader the Super Model 10 will give you higher production and assure you of a greater per block profit.

News

Concrete Joint Inst. Elects Meadows

The Concrete Joint Institute is the new name of the Expansion Joint Institute, Harry G. Meadows, president, has recently announced.

Other officers are James C. Whitney, of Celotex, vice president; Wallace C. Fischer, Serviced, as treasurer. Institute offices are in Chicago.

Con Jacobson Elects Fred Jacobson Pres.

Following the recent death of John Jacobson, changes in management have been announced by the Con Jacobson Co., Marshalltown, Iowa.

Fred Jacobson has been elected president with Leo Jacobson as vice president and secretary-treasurer. Clarence Spinler has been named manager of the ready mix operation, with Dale Dillman as assistant manager. According to plans, the ready mix company will be expanded.

Fred Jacobson, who also operates the Jacobson Glass Co. in Burlington, will divide his time between the two companies.

Biloxi Concrete Casting Company Formed

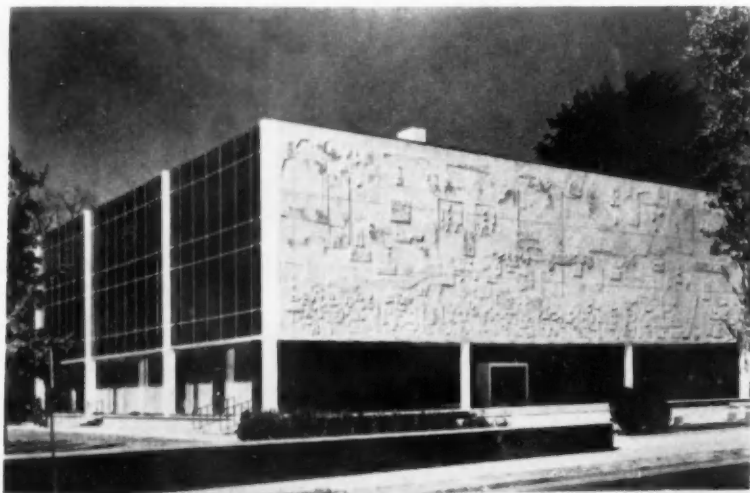
A permanent industry, Biloxi Concrete Casting Co., has been formed in Biloxi, Miss. by J. B. Michael, of J. B. Michael & Co.

The Michael company holds a \$5 million contract to build a Biloxi-Ocean Springs bridge. After this job, the company will get other jobs, with permanent employment of about 40. The 3,000' bridge will take 18 months for completion.

Iowa Prestress Elects Gentleman, Wilson

The Iowa Association of Prestressed Concrete Manufacturers elected G. J. Gentleman, of Midwest Concrete Industries, West Des Moines, as president. Elected vice president was Charles Wilson of Wilson Concrete Co., Red Oak. James Boehmler, of Prestressed Concrete of Iowa, Iowa Falls, was elected secretary-treasurer.

Honor Award to Concrete Panelled Building



The Blyth Olympic Arena at Squaw Valley, California, and the home office of the Mutual Insurance Company of Hartford (shown above) are two of the five buildings selected by a jury of outstanding architects to receive the 1960 First Honor Award of the American Institute of Architects.

Mutual of Hartford president John Alsop asked Sherwood, Mills & Smith, architects of Stamford, Connecticut, for a headquarters that would "make people feel alive". The result is a building "which demonstrates true leadership" in architectural design according to the Institute's jury. A dominant feature of the building is the sculptured facade. The panels are of pre-cast concrete and were site-installed by the sculptor, Costantino Nivola, to form the exterior wall. (Nivola also designed the panels for Chicago's exposition building. See the October issue.)

In its selection from among 289 submissions, the jury felt "that the designs selected represented an outstanding contribution to the case of good architecture in at least one major aspect. In the case of the Honor Awards it was felt that the over-all solution was well handled in plan, in structure, in terms of the solution of lighting and particularly in terms of the architectural distinction."

Aurora, Mo., RM Plant Sold by Halvelka

Albert Halvelka has sold the ready mix plant and equipment he had been operating in Aurora, Mo., to Richard Vorhoff, St. Louis contractor, Richard Fisher, St. Louis banker, and Ed Pecher, Jefferson City businessman.

The business will be operated under the name of Aurora Building Materials Co., Inc. Price of the transaction was not disclosed.

ASTM Supplements Now Available

The 1959 supplements to the 1958 Book of ASTM Standards are now available. Each part brings up-to-date the corresponding part of the 1958 book of standards by including new standards and revisions. Part 4 includes cement, concrete and mortars; part 5 masonry products, ceramics, fire tests.

The address of ASTM is 1916 Race St., Philadelphia 3.

KENT-ONE

PLAIN PALLET BLOCK MACHINE

A LOW COST

high production
(standard block)
machine that will
also make those
usually expensive
specials . . .

for a
LOT
LESS

KENT-ONE will make

- 3 Four-inch blocks
- 2 Six-inch blocks
- 1 Eight-inch block
- 1 Ten-inch block
- 1 Twelve-inch block
or 16 Bricks

THE
SMALLEST
& LARGEST PLANTS
HAVE BEEN WAITING
FOR THIS NEW MACHINE

FEATURES

- Up to 3 cycles per minute (One Man Operation)
- SEMI-AUTOMATIC—just place pallet on back and push plus button.
- Pallets can be wired, tined or saw tooth spaced approximately 12" x 37"—any thickness 1/4" to 3/4".
- Dual motor vibration—two 1/2 HP. 3450 RPM motors—vibrates

- Machine method is identical with layout of plain pallet block and dim.
- Air operated—Electric controls.
- Positive timing by electric (low voltage) timing rods.
- Size and type of blocks comparable with any machine.
- Units can be easily interchanged for special shapes and sizes. Machine is easy to clean.

Write for complete information and name of representative in your territory.

The KENT MACHINE CO.
CUYAHOGA FALLS, OHIO • Subsidiary of The Lamson & Sessions Company
Concrete Products Machinery Since 1925

Canadian Distributor: Wetlaufer Equipment, Ltd., 49 Merton St., Toronto 12, Ontario

News

Plans Announced for PCI Annual Convention

Final plans for the 6th Annual Convention of the Prestressed Concrete Institute have been completed, it was announced by Randall M. Dubois, PCI president. Under the theme: "Prestressed Concrete — Key To Creative Architecture and Imaginative Engineering," the convention is scheduled to run from Sept. 27 through Sept. 30 at the Statler-Hilton Hotel in New York City.

"Expanded exhibit space, plus an additional day in our program schedule should make this convention our most informative and successful ever," Dubois said. "The increasing use of prestressed concrete in the construction of buildings, bridges, industrial installations, etc. makes it doubly important to add a day to the program."

Dubois emphasized that this convention will intensify the aim of all other conventions to be a workshop period devoted to the study and analysis of new developments and techniques in the industry. Among the speakers will be top engineers from the United States, Canada, Europe and Russia who will present papers detailing the latest methods and projects utilizing prestressed concrete.

Exhibit space this year is arranged so that all traffic flow to and from the convention sessions will be through the exhibit area. Mr. Dubois also added that exhibits will be open throughout each day, including the session periods, to provide exhibitors with maximum exposure.

"This will enable both exhibitors and PCI guests to meet and discuss mutual questions and problems," he said.

Each day of the convention will provide one general session for all attendees. During this session new concepts and techniques of design and execution will be discussed. In addition each will also provide separate sessions for the analysis and study of methods and problems pertinent to architects, engineers and producers.

Thursday, Sept. 29th, the final evening of the convention, will feature a dinner-dance for PCI members and guests.

Following concurrent sessions the convention will close at noon on Friday, Sept. 30th.

Registration fee for this Sixth Annual Convention is set at \$35.00 plus \$6.50 for each of the luncheon meetings on Wednesday and Thursday. Complete package of registration and both luncheons is available at \$42.50. Norman Scott, Executive Secretary, Prestressed Concrete Institute, 205 West Wacker Drive, Chicago, Ill., is in charge of advance registrations.

Flintkote Co. Acquires Harry T. Campbell Co.

The Flintkote Company has entered into a formal agreement calling for the acquisition of Harry T. Campbell Sons' Corp., a Baltimore, Md. company with annual sales in excess of \$19 million. I. J. Harvey, Jr., chairman of the board and chief executive officer of Flintkote, announced March 23 of the company's annual meeting in Boston.

Acquisition of the Campbell organization, via a pooling of interests of the two companies, is expected to be completed about May 4.

Harvey explained that Flintkote will issue a total of 375,000 shares of its common stock in exchange for all of the shares of the Campbell company to be outstanding as of the date of acquisition.

For the last full fiscal year — the 12 months ended March 31, 1959 — Campbell had consolidated net sales of \$19,670,000 and a profit, after taxes but before special credits, of \$1,123,000.

"On this basis," Harvey stated, "the Campbell profits are equivalent to about \$3 per share on the 375,000 shares to be issued for the acquisition, contrasted with 1959 Flintkote earnings of \$2.61 per common share after giving effect to our preferred dividend requirements."

Campbell's sales volume in the current fiscal year, Mr. Harvey added, "is running ahead of a year ago and earnings are maintained at a satisfactory level."

Alexandria Cement Bought by Elwood RM Co.

Announcement of the purchase of Alexandria (Ind.) Cement Products by Robert Linegar, president of Elwood Ready Mix Concrete Co., was made recently.

Fred Adair has been moved from Elwood to Alexandria to manage the plant. Elwood and Alexandria are neighboring cities. Elwood's operation recently put in two-way radio, which will be expanded to include the Alexandria plant.

Meetings

May 25-26, 1960

Annual meeting, Ohio Ready Mixed Concrete Assoc., Hotel Statler Hilton, Cleveland, Ohio.

May 30-June 4, 1960

Annual meeting, Concrete Reinforcing Steel Inst., Greenbrier, White Sulphur Springs, W. Va.

June 12-14, 1960

Annual convention, Florida Concrete & Products Assoc., Nassau Beach Lodge, Bahamas.

August 1-3, 1960

Lightweight Concrete Block Manufacturer's Conference, Chalfonte-Haddon Hotel, Atlantic City, N. J.

September 27-30, 1960

Annual convention, Prestressed Concrete Institute, Statler-Hilton Hotel, New York City.

October 3-5

Semi-annual meeting, board of directors, NRMCA, Del Monte Lodge, Pebble Beach, Calif.

December 5-6, 1960

Midwest Ready Mixed Concrete Assoc. Annual short course, Purdue Univ., Lafayette, Ind.



Mr. Donati points to one of many new types of units used in developing his home-building market.

"The new forms of concrete masonry have put our company right in step with today's growing housing market!"

Says DANTE DONATI, President, Duracrete Block Co., Inc., Manchester, N.H.

"We've had excellent success with our new concrete masonry units. They have the beauty and color that attract home buyers . . . plus the variety of shapes and sizes that give architects and builders greater design opportunity."

Block producers across the country are discovering the untapped profit opportunities in producing the newer forms of concrete masonry.

The reasons for success are simple. New shapes, textures and colors appeal to the home buyer's sense of beauty . . .

match his idea of modern living. They help the architect achieve greater design interest . . . give the builder a home that practically sells itself on sight.

And a growing number of financing agencies have found today's concrete masonry homes a sound investment. They suit any region, any neighborhood, any family. Why don't you investigate the volume and profit potentials of this modern masonry material . . . new-type living concrete!

PORTLAND CEMENT ASSOCIATION

A national organization to improve and extend the uses of concrete



Quotes

An occasional column of informal news concerning the people, plants and products of the industry.

Walter Kunz is now a Kentucky Colonel. Col. Kunz, who owns the Newport (Ky.) Concrete Co. and operates ready mix plants in Kenton and Hamilton counties, was awarded a commission in mid-February by Gov. Bert Combs. The award was in "recognition of his outstanding work and interests displayed in northern Kentucky and other sections of the commonwealth". The actual commission was presented by a circuit judge, at a dinner party given by 25 friends and business associates of Kunz.

While we were attending the NCMA meeting in Los Angeles, we saw an unusual thing on television. This was an offering of stock in a new Durox plant planned in southern California, with stock selling for \$5 a share if we remember right. That's the first time we've seen stock offered by means of a television commercial.

And speaking of NCMA, *Printer's Ink* magazine finally ran the story on NCMA's promotion in an early-March issue. The story went at some length into the way NCMA promotion is handled, the budget, including how it's grown and how it's used, the high readership of the "World of Block" ads and other such topics.

James Keogh, president of the Keogh Bros. Concrete Products Inc., operation in Los Angeles, has sent formal notice that five of their block designs are "original designs, and that they are subject matters of pend-

ing applications for U. S. patents." The five, by name, are the Radiant, Caprice, Casino, Maltese and Venetian screen units.

As there was mentioned in our first such column, there's a lot of building and expansion going on. Here, briefly, are a few reports we've heard or seen:

Ideal Ready Mix Co., in Oskaloosa, Iowa, reports fine business the past year, following a doubling of their capacity earlier. The extra capacity came from installation of new bins; automatic weighing and dry batching; heated bins. Leon Yates, of Ottumwa, is the Ideal president, with Ken Bailey as general manager at Oskaloosa, Sigourney and North English. Ideal has several other plants in that general area.

A lot has been going on at Rock Hill Concrete Co., in South Carolina. With the main plant in Rock Hill, a subsidiary has been opened between York and Clover, and another at Leslie. Rock Hill, in both block and ready mix, plans to completely modernize the main plant as soon as the expansion at the subsidiaries is completed. The Rock Hill plant, using a Super-Vibrapac, can produce about 8,000 8x8x16 block daily, according to President Sam Breen. The firm is also installing two-way radio in the 25 truck fleet.

An open house opened operation at the new \$75,000 plant of Hagerman Ready Mix Concrete, in Artesia,

N. M. The open house, on February 7, showed off the new four compartment, 65' batch tower that has a 100 yard an hour capacity. The company also has another business, Valley Ditch Liners, which uses moveable forms for making irrigation ditches. The original plant that founded the company is still going strong in Hagerman, N. M.

A new block machine, with automatic loading-unloading, was put in operation in December at the Southern Tier Concrete Co. plant at Horneli, N. Y. Founder of the company is Benjamin H. Palmer, Sr. His son Benjamin H., Jr., now operates the company with the father serving in an advisory capacity.

Another company that's added new block machinery is Harold's Concrete Products of Elk City, Okla. Harold Werthenberg is president of this company as well as the associated RM supplier known as Concrete, Inc. New at the block plant is a two block Columbia, with a steam kiln also added. The RM operation is also busy, with a six time increase in employees, a five time jump in the number of trucks, and increased plant capacity of 50%, all since the beginning 11 years ago.

Baltimore Concrete Plank Co., Maryland, has added some 9,000 sq. ft. of plant space, for a total now of about 19,000 under cover. New equipment added includes grinding apparatus, electric powered convey-

ors and cranes, and hydraulic equipment to inject concrete under high pressure, according to our report.

And, now about the people:

Joseph R. Nagy, Jr., has joined Columbia Concrete Products, of Toledo, Ohio, as assistant to the vice president, Harold W. Fink. Nagy is a Purdue graduate.

K. R. McGahee has been made manager of the Suffolk Ready Mix Concrete Co., Roanoke, Va.

W. A. Crow has been named manager of the Cemtile Div. of Madison (Tenn.) Concrete Products Co. Cemtile is a new concrete floor and wall tile.

There's a couple of new developments for poured concrete that may be of interest. First, a Memphis contractor has been using cardboard pans to replace steel pans in a building going up in that city. The contractor, Tom Barnett, reports that the forms will support up to 750 lbs. per sq. ft. He's poured more than 12,000 ft. of concrete with good success.

And, in the other development, National Gypsum has come up with two new products that they say "could revolutionize the yearly cycle of heavy construction."

Put briefly, their Thermaform and Thermaslab (the first for walls and latter for floors) can be placed over poured concrete to keep heat in. This makes setting easier when the temperature is at 40 or lower; the products hold heat in, insulating the concrete. Inexpensive and reusable, National says.

Kankakee Changes Name, Adds Ready Mix

Kankakee (Ill.) Block Co. has changed its name to Kankakee Concrete Products Corp. and added a ready mix plant to the company operation, according to R. J. Soleau, vice president and general manager. The ready mix plant will be in the same building as the pre-cast concrete products plant.

A new electronic control system is being installed in the blockplant to make the concrete mixing automatic. For the ready mix operation the firm will start with three 5½ yard trucks, with additional employment of about 25.

H. J. Zabel Retires

H. J. "John" Zabel has retired as president of Phoenix (Ariz.) Concrete Co., and is succeeded by Donald E. Muir, former vice president-general manager. Zabel has opened public relations offices in Phoenix.

Unit Masonry Group Formed in Cincinnati

Building materials firms, contractors and unions have joined to form the Unit Masonry Assoc. of Greater

Cincinnati, with Louis E. Busemeyer, a contractor, as the first president. A bricklayers union man, James Bennett, has been elected vice president, with Marvin Turk, Cinder Products Co., as secretary-treasurer.

Frank Moritz Dies

Frank Moritz, 64, president of the Frank Moritz & Sons Concrete Co., died March 11 of a heart ailment. Moritz, of Mansfield, Ohio, had gone with his wife to Cleveland to attend a home and flower show. He died in a Cleveland hospital.

Maule Makes Special Safety Film



One of the first safe driving films for use in a concrete operation has recently been completed by Maule Industries of Florida.

Based on driving recommendations of an insurance company, the 12 minute film emphasizes safe driving practices and the role played by Maule drivers in improving highway courtesy.

Maule plans to make the film available to local groups in and near Miami that are concerned with improving their safety record.



For common-sense automation in your block plant...consult Butler

In the first place, Butler engineers have designed and installed automatic controls in all phases of concrete production long before "automation" became a word of general use.

Not only that, but Butler has, for more than a generation, designed and built complete block plants—practically from the office arrangement to the storage yard. This intimate knowledge of block plant problems provides an unexcelled background for the most practical, the most efficient conversion to cost-cutting automation. In other words, automation in Butler design is *not* the end-purpose; it is only part of the entire plant concept and operation.

Plant automation is virtually laboratory control of production. It completely elimi-

nates carelessness in batching... or operator fatigue. It provides exactness in timing, in control of materials and moisture, hour in and hour out, simply not possible in manual operation.

Automation is essential today to your product quality, to your reputation and to the health of your bank account — to say nothing of great economies in eliminating high priced labor.

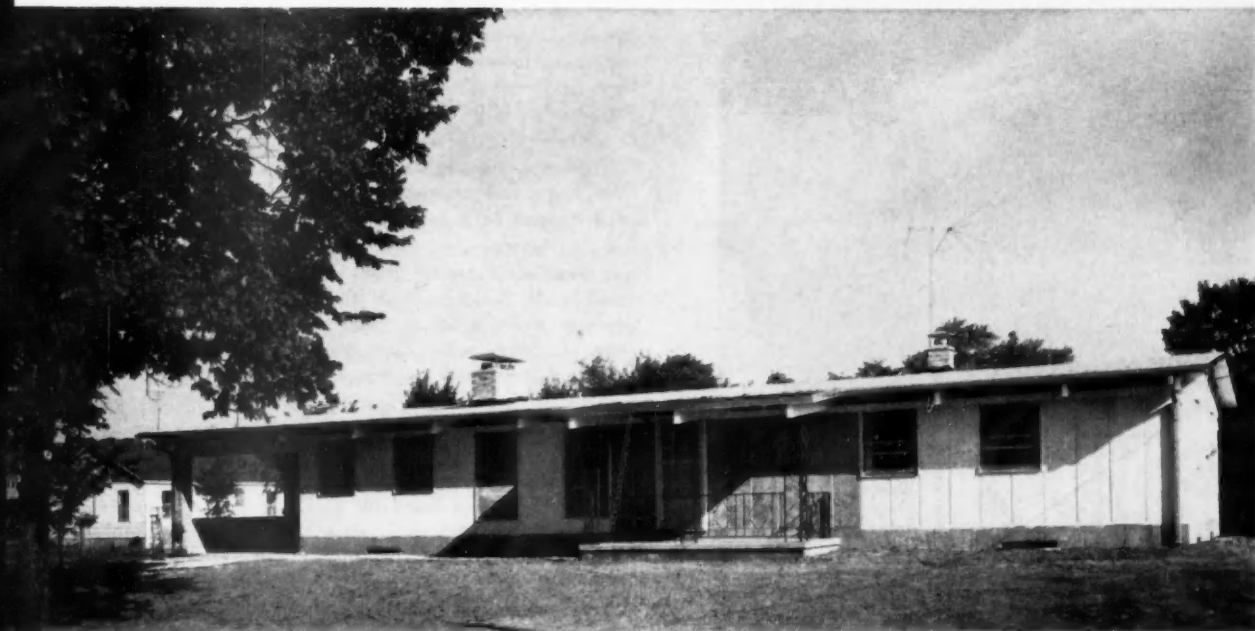
So, when you decide to investigate plant automation call in people who know how and where to apply it... and that of course, means BUTLER. Why not write — today?

BUTLER BIN COMPANY



991 Blackstone Ave.
• Waukesha, Wisconsin

3115



How CMC Promotes and Sells Concrete Panel Houses

With panels being used more and more in construction, in the many metal-skin buildings, with a brick panel under development, and with panels advantages in construction time, we've been wanting to find out what's happening in panel development in the concrete industry.

To find some of the answers, we recently went to the Chicago offices of Continental Materials Corp., makers of the Calsi-Crete cellular concrete panels and CMC panel houses. We went with the full knowledge that concrete panels are just getting started; that there is no real industry-wide effort to develop panels; that Calsi-Crete is relatively young and still in a stage of introduction and development.

Selling Methods, Markets

Our questions concerned the sales points of panels, the advertising and promotion, the scope of sales to date and other aspects aside from the actual manufacturing process.

And this is what we learned, after talking to Roy C. Anderson, assistant to the President Gerald S. Gidwitz. Anderson is overseeing residential sales, while Richard Sabel handles the industrial-commercial side.

The company is, in a sense, split into two parts. Selling panels for industrial-commercial use is radically different than it is for the residential field. For this reason, this story bypasses the industrial side which will be reported in a later story.

Follows Same Pattern

First, the Calsi-Crete operation is the only one we know of that is presently promoting use of concrete panels on what is basically a national basis. In each case to date, the pattern of development is similar.

CMC builds a home or a few homes in a selected area in or near a relatively large city. This step is necessary to introduce the panels, the construction method and the finished house to both home builders and home buyers.

At present all of the advertising and promotion is done locally, with no national advertising done as yet. Also, rather than set up a full-time, national sales force, CMC hires salesmen locally as each section opens up. Having a full-time countrywide sales force at this stage would be unneeded expense.

After the first step, the erection by CMC of the house, the next step is to sell the area builders. The Calsi-



This exterior shows the use of stone faced panels to vary appearance. Houses also can use partial exteriors of brick, wood, other materials.

Crete panel houses have some obvious selling points: fireproofness, durability, lightweight, ease and speed of erection, self-insulation, etc.

Aside from the initial erection of homes, CMC regards itself as a supplier of a building package, a package that gives the builder a solid masonry house. The builders, using this package, can then furnish the internal and external finishing to fit local conditions and standards.

The houses, using Calsi-Crete panels in both walls and roof, are available in a wide range of designs, mostly of the one-floor contemporary ranch style.

After the initial four basic designs, CMC now has house floor plans that range from 500 sq. ft. cottages to four bedroom, two bath, 1960 sq. ft. houses. In addition, there's a duplex design intended mainly for the South.

The plans are designed to be flexible, to allow the builder to take a basic design and alter it for conditions of appearance, climate, local preference and such.

Aside from the designs for schools or industrial jobs, CMC has a design for an office that has a large, L-shaped room, plus utility or storage room, costing about \$1950.

So, for selling the builder, the company has both a wide range of design possibilities, and the flexibility that allows easy change.

In addition, CMC has been keeping a sharp eye on the growing promotion for a second, vacation home at the beach, mountain or in the country. For this market, they have one or two bedroom cottages costing just \$2000 or a little above. Cost, here, is a major factor of course.

The houses built so far also allow a variety of materials. CMC has a rock or stone faced panel; some houses have used wood or brick to vary the exterior.

CMC therefore has a good package to persuade builders. They've sold both large development builders and small scale builders, with the company having some preference for a builder who puts up 30-35 houses a year. To date, sales have been about 50-50 between tract and individual builders.

Cost, Flexibility

One main selling point for the builder is that he retains some control over the building. He's not just an erector or promoter as is often the case with pre-fabs. The speed of erection (a 1000 sq. ft. house can be erected in less than 70 man hours) and reasonable cost are two big selling points to the builder.

Further, CMC reports that the panels themselves are all the insulation needed. Also, the basic internal finish is in the house when the walls go up. After joints are filled, the walls can be plastered, painted, or finished in other ways as desired.

About a year ago the FHA approved the panels, which has been a decided asset in selling the houses. Oddly enough, Roy Anderson told us they'd had little trouble with local city codes. Just a few weeks ago, the material was approved by the Southern Building Officials Conference of America. Since these codes are often the curse of new products, we suspect that the FHA approval has a lot to do with this.

The first houses put up by CMC were in the St. Louis area, reasonably near the Calsi-Crete plant in Pacific, Mo. Since then houses have been built in several Florida cities, Arkansas, Illinois, Minnesota and Indiana. Anderson says that each section has accepted the houses equally well, with neither south, east or north showing noticeably different acceptance. CMC hasn't reached the southwest or west coast, mainly because of the cost of shipping panels from Missouri. All panels, by the way, are shipped from the Missouri plant to the site.

The advertising and promotion are also on a local or regional basis, with emphasis on direct mail and secondarily on newspaper ads. There just isn't much need for a national ad program at this stage.

Booklet Main Sales Tool

The number one sales tool is an attractive 8 page booklet that is both handed out and mailed, according to Anderson. Aimed both at the home buyer and the home builder, the book covers the main selling points of the house.

In contrast to the sales pattern of more conventional houses, CMC is selling primarily by construction method and newness, plus quality. We for some reason had expected more emphasis on cost and design. But Anderson

told us that the main selling points (as shown in the booklet's choice of emphasis) were solid construction, self-insulation, fire resistance, the soundproof qualities and low maintenance.

The booklet stresses such points as those mentioned, plus the space flexibility, ease of installing wiring, with photos and drawings showing the construction methods.

The booklet devotes the back cover to selling points aimed at the builder. But since the product is being introduced, most of the booklet covers both buyer and builder very well.

The finished houses have a price range from about \$9000 to \$25-30,000 depending on lots and other factors. This means that the houses come a little higher than comparable pre-fabs, but Anderson feels CMC has a distinct advantage in quality and lasting durability.

The houses in many areas can match frame or frame-block, and are cheaper than brick veneer.

Change While Building

One interesting advantage claimed by CMC is that the builder can actually change the floor plans even while the house is going up. There's also a space advantage since a house built of the panels needs only 3½" for both interior and exterior wall, compared to about 8" in conventional houses. Since the product can be sawed or nailed, it's easy for the household to hang pictures, cabinets, etc.

With these varied sales arguments, the Calsi-Crete homes have had good success in the two years since the

first house was put up. The company has other good potential, in farm markets or small city areas, but Anderson and his staff have more than they can handle in selling their present markets.

This, then, is the way concrete panels are being promoted in residential construction with CMC the only major contender at this time, aside from a few local exceptions.

The company's problems, such as they are, are common to the introduction and development of any new product. One problem that CMC finds is the lethargy of builders, their disinclination to accept new ideas.

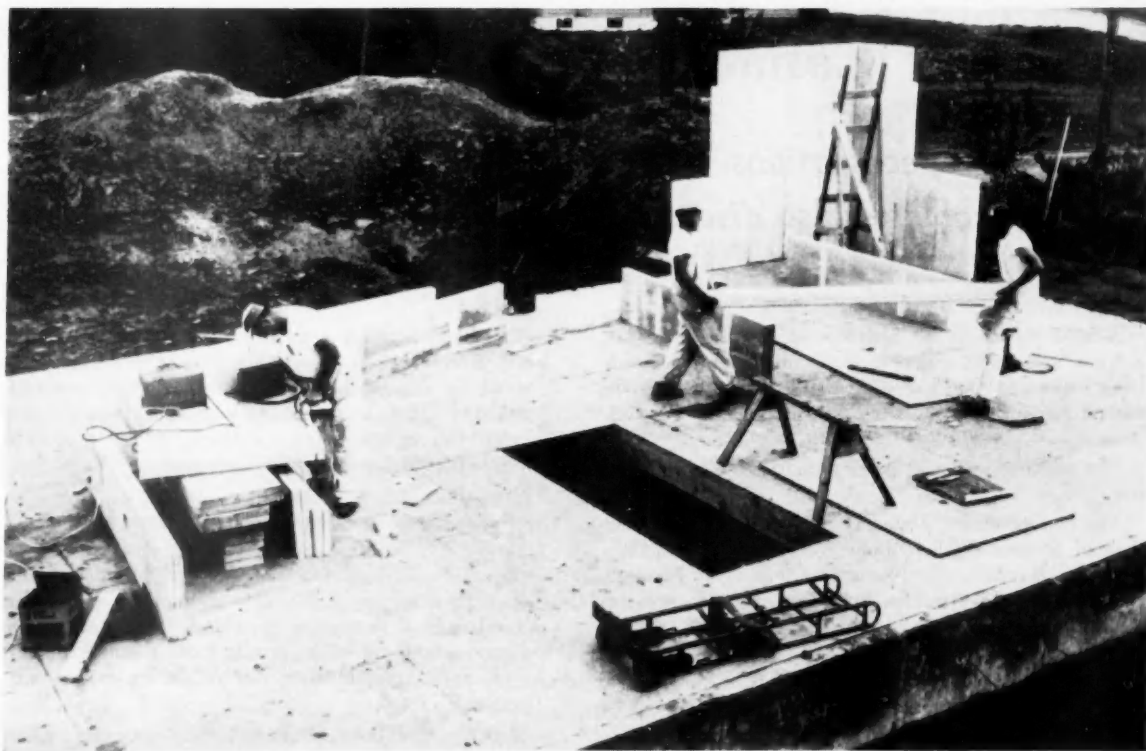
Anderson and CMC are well aware that their sales methods, promotion and organization will change greatly as the panels become better known, more widely used, and as competition develops.

With the product now supplied entirely from a central location, there undoubtedly will be a time when other plants may be needed to offset shipping costs; this would be particularly true in the far West.

The company itself is young, beginning a few years ago as a roof deck supplier, then as a supplier of panel walls for factory and school buildings, and now, for two years, selling the residential field.

For some time ahead, the company seems the only one that will make a major effort in promoting concrete panels in a wide range of uses, meanwhile providing an interesting study in both the promotion of a new product, and the changing methods needed in sales and organization.

Panels are erected starting at a corner and proceeding around the shell.





Registration desk scene at the NCPA meeting

Plant by Plant Review of Industry Given at Canada's NCPA Meeting

Codes and specifications, the uses and misuses of concrete, product problems also discussed; MacPherson elected president.

A brief report on the activities of industry members, the uses and misuses of concrete products, product problems, codes and specifications were featured topics at the annual meeting of Canada's National Concrete Products Assoc.

The meeting was held from January 18-20 in Winnipeg.

The new president elected is J. D. MacPherson, president of Storrar Dunbrik Ltd., Weston, and Paris Dunbrik Co., Windsor. MacPherson's company is currently producing some 30 million brick per year. He succeeds J. L. Ryan, Windsor.

One of the most interesting parts of the meeting was a capsule history of the activities and expansion done by members during the past year, giving an overall look at Canada's industry:

Estimated production figures, based on Dominion Bureau of Statistics for the first ten months projected to the end of the year and expanded are as follows—concrete brick, 147 million; concrete block (not including chimney block) 165 million; chimney block, 995,000; concrete pipe, 1,104,000 tons; ready-mix concrete, 8,775,000 cubic yards.

Major expansions made or announced in 1959 include the following:

Canadian Marietta (Ontario) Limited put into operation its new million dollar pipe plant in Toronto. It has several unusual features — it is designed for continuous operation, with travelling mixers feeding automatic skip hoists, and a unique system of unloading railway cars by radial stacker.

Jefferies and Sons Limited, Lethbridge, Alta., began

manufacturing corrugated metal culverts and pipes at their concrete products plants.

Evans, Colman and Evans Ltd., Vancouver, B. C., opened a \$100,000 research and development division to carry out tests on its products, aggregates and cement.

McLean-Foster Pre-Fabricating Cement Products Plant began production of septic tanks for burial vaults in St. Mary's, Ont.

Elgin Block and Cement Products began operations with a \$40,000 outlay, planned total investment of \$100,000, making concrete brick, block, tile and paving stones.

New Shouldice Cement Products Limited, Shallow Lake, Ont., built a new office and increased production with a new concrete block manufacturing machine.

New Machine

MacGregor Concrete Products, Cranberry, B. C., undertook a \$17,000 expansion program, installing a new block manufacturing machine.

Unit Precast Specialties Limited, Ottawa, opened a new plant to produce structural precast units, precast specialties and unit steps.

Inland Cement Company Limited increased the productive capacity of both its Edmonton and Regina plants, adding a kiln to produce a million barrels at Edmonton, and an additional raw mill at Regina.

Cooksville-Laprairie Brick Limited, Cooksville, Ont., announced plans to build a new Haydite light aggregate plant in Delson, Que. Plans were also announced to increase production by 50 percent at the Ontario plant. Total cost of the company's expansion was placed at about one million dollars.

Kimmit Concrete Limited carried out a \$100,000 expansion program that included installation of a new block manufacturing machine. New kilns and auxiliary equipment were installed as well.

Langley Concrete Tile Company, in Langley, B. C., installed equipment to make their operation automatic. The plant turns out tile from 8 to 18" in diameter.

New Plant

Northern Concrete built a \$50,000 plant in Grande Prairie, Alta., with plans to spend another \$50,000 over the next three years. Production includes concrete and lightweight aggregate block, precast concrete products, steps and patio slabs.

Czar Block Ltd., of Czar, Alta., built a \$40,000 plant to produce concrete block. The plant and some of the equipment was built by the company staff.

S. H. Dellow Limited, Cooksville, announced plans for a new plant, office, showroom and warehouse. The company manufactures concrete block.

Barkman Hardware Company built a new plant at a cost of \$100,000 in Steinbach, Man., for the manufacture of precast concrete steps and septic tanks.

Precast Concrete Limited, Calgary, Alta., opened a branch plant in Lethbridge. The company manufactures precast and prestressed concrete products.

Doubled Production

Doughty Concrete Products Limited, Peterborough, Ont., completed a \$200,000 concrete block plant that

doubles their present production. The plant is ready to operate at the beginning of the building season. The company is also a large producer of concrete brick.

Capital Concrete Products, near Iroquois, Ont., put their \$500,000 plant into production, manufacturing lightweight block, with glazed masonry units and floor and roof slabs, and spun concrete poles planned for future production.

Entering the prestressed concrete field in 1959 were L. E. Shaw Limited, Halifax, N. S., and Lundrigan's Concrete Products Ltd., Corner Brook, Nfld. The latter is producing prestressed units for use in bridges at present.

This amounts to almost 3½ million dollars in actual expenditure on expansion and new equipment, at a conservative estimate. This survey is by no means exhaustive, and the total may be much higher, when official figures are available.

Largest Prestress Bridge

Work began also on the largest prestressed concrete bridge in the Commonwealth—a 4,500-foot causeway across Rainy Lake between Atitokan and Fort Frances in northwest Ontario. Construction on the high level section is expected to begin this year.

Plans were announced for Canada's first circular prestressed concrete building, in Vancouver. British Commerce Centre Limited are the owners.

A new winter curing unit for concrete, consisting of a bitumen-impregnated plastic or paper with wires buried inside, was produced by an Ontario firm.

Irving Wire Products Ltd., Calgary, announced plans for a \$125,000 expansion program to double its productive capacity of concrete reinforcing fabric. Production of heavy fabric for large diameter sewer pipe and concrete highways was provided for.

Pipe Specifications

New specifications were laid down for Ontario for concrete pipe. They were based on research by the Ontario Concrete Pipe Association. This led to review of A.S.T.M. specifications for pipe and revision to suit Canadian needs and conditions.

Canada Cement Company Limited celebrated its fiftieth anniversary August 20. Production of the company at latest report was 96 million bags per year. The 1909 plant operated with steam shovels, horse-drawn vehicles and rail haulage. In contrast, the company's eight plants and 10 distribution and shipping centres today contain equipment the equal of any in the world.

J. F. Acton of Woodstock, Ont., was elected president of the Unit Step Manufacturers' Association of U. S. and Canada, and the organization plans its annual convention in London, Ont., in February, 1960.

Concrete As Art

Concrete as an art form was used in Winnipeg's Polo Park shopping center with striking results. A giant sundial, two abstracts and a mock wall were designed by Jim Willer, Winnipeg artist, and Prof. R. E. Williams of the

Continued on next page

NCPA Meeting

Continued from previous page

Manitoba School of Fine Arts. Architects offered the artists a free hand to decorate the center.

Plans were unveiled by the Canadian Army for a concrete block basement fallout shelter, designed for building by a "do-it-yourself" amateur builder. It was recommended to the federal government by a committee formed by members of several departments and agencies, and it was claimed it could be built for less than \$300.

The first meeting outside the U. S. was held in Toronto in October by the Expanded Shale, Clay and Slate Institute with Cooksville-Laprairie Brick Ltd. as hosts. Several concrete products manufacturers attended an open session on manufacture and use of lightweight aggregate masonry.

G. F. Sterne and Sons Limited, manufacturers of additives to concrete products, purchased the assets of Canadian Construction Products Limited, Vancouver. The company erected a new building in Burnaby, B. C. The purchase gives the company cross-Canada coverage for its products.

Need For Expansion

Pertinent comments were made by the outgoing president, J. L. Ryan, with one excerpt of particular interest:

"Gentlemen, there is a dire need for the expansion of this organization in the Western provinces. We have a good business in a fast growing country. However, we do not have time individually to tell the world about our products, their technical advantages, their economy and beauty. We are too busy with our own businesses to investigate all the tax angles, to delve into research and come up with the better methods of producing and marketing our products."

"We are sitting ducks to labour, we should have the collective knowledge of many agreements of other members rather than to try and bargain individually. All these things and many, many more, will be available as we expand our membership. We have often heard the proverbial cry "Show us what the association is doing and we may join, or go it alone". Thank heavens this narrow outlook is not prevalent everywhere. We cannot put the cart before the horse, we cannot and will not formulate a budget and pay bills on anticipated revenues."

What will the "Scientific '60's" bring to the concrete products industry?

The question was examined in the light of engineering problems the industry will have to face by Henry Toennies, of National Concrete Masonry Association.

Competitors, said Toennies, are putting an increasing amount of effort into research and development. This industry should do the same, he continued.

Education Important

Education of the general public in proper uses of concrete masonry is the number one problem of concrete products manufacturers, said Toennies.



Don MacPherson (left) accepts gavel of office from outgoing president Jack Ryan at final banquet.

The ignorance of the general user is due to lack of facts, he pointed out. Handbooks published by competing industries get far wider distribution than do concrete products handbooks.

Development of new design and construction data should get close attention. This is a job for engineering research. The new lab of NCMA will have a program launched by April.

He mentioned development of new adhesives for use in mortar as a possibility, and new insulating core fill material. Waterproofing data is now out of date, and research is needed on silicones for this purpose.

The new lab will do research on freeze-thaw cycles, reduction of wall costs, and open grill design, said Toennies.

The 8 x 8 x 16" concrete block doesn't fit into the picture of what architects and builders want today, he said, and should be changed.

Building Codes

Earle C. Simpson, an architect who is Winnipeg's deputy commissioner of buildings, pointed out the importance of building codes.

He traced their historical development, and gave illustrations of their effectiveness. Canada's own National Building Code is being revised, he noted, and will have a strong influence on local building by-laws.

He told his listeners that building codes have a great deal to do with uses and misuses of concrete products. If they are not up to date, use of concrete products may be restricted. Or the codes may permit uses of concrete where they shouldn't.

"A building code is basically a set of rules to keep people from getting hurt — physically or financially", said Simpson.

Officers and Directors

Besides MacPherson, other officers elected included Joe Primeau, vice president; R. H. Grimm, secretary-treasurer; F. C. Green, executive director.

Directors elected were: G. H. Scott, J. Clancy, R. P. Kennedy, I. Lowen, W. J. Cooke, R. C. Johnson, E. A. Lega, N. E. Wood, R. A. McCoy, P. J. Pennuchetti, C. L. Doughty, J. E. Henderson, R. Jeffries, W. F. Nesbit and Fred Reinhold, the latter of Buffalo, N.Y.

McMichael's Punch Card Batching System

Use of an electronic punch card batching system results in better utilization of equipment, according to McMichael Concrete Co. officials of Tulsa, Oklahoma.

The electronic system installed at a McMichael plant is a far cry from the concrete business J. W. McMichael entered 45 years ago. J. W. McMichael is president of the firm, J. W. McMichael, Jr., is vice president and general manager.

From their seven plants, 50 McMichael ready-mix trucks deliver ready mix concrete to the Tulsa area. McMichael's fleet made it the largest Tulsa County buyer of 1960 licenses for company-owned and operated vehicles. The company also produces concrete precast units.

Batch Plant

The batching plant, which uses the electronic punch card system, has a capacity of seven cubic yards. Bins and hoppers at the plant stock $1\frac{1}{2}$ " and $\frac{3}{4}$ " coarse aggregate to produce concrete for roads, industrial and commercial construction and home building. The plant, located in an industrial area, is within three miles of downtown Tulsa. Concrete for lightweight masonry, topping and other uses is produced at other McMichael plants.

A batchman can operate the entire plant from the central control room. While the electronic system weighs ingredients, the batchman can write his tickets. A lighted board informs the batchman of materials on hand and a control board enables the batchman to transfer materials.

Moisture Meter

A moisture meter in the control room records percentage of moisture in sand. By setting the indicator on the batchmaster board in accordance with moisture meter reading, the system automatically deducts water and adds sand to the mixture to correct for water in the sand.

The batchman controls additives by timers calibrated with number of sacks of cement.

The electronic system may be either punch-card or manually controlled.

Some 850 pre-punched cards are indexed for ready use. Cards are indexed first according to compressive



Company has 850 pre-punched cards. Unusual orders can be handled manually at McMichael

strength. Mixes of the same compressive strength are further indexed by size of batch, with pre-punch cards ranging from $\frac{1}{4}$ to 7 cubic yards. Within the size of batch category, cards are indexed as to variations of coarse and fine aggregates.

If a contract or order calls for a mix not included in their card index, the company will, if it is a sizeable order, have a card for the mix punched by the Batchmaster manufacturer or IBM. For small orders, of course, the plant can always be manually controlled.

The punch card system effects its greatest savings when the same mix is batched repeatedly, as the system can be put on automatic recycling. The system also simplifies the problems involved in putting out batch after batch of high uniform consistency.

The handy index system enables the batchman to give speedy delivery of intermixed truck loads.

Loading at the plant moves at a fast clip. Theoretically, the electronic system can produce a batch every 90 seconds. Actually, the plant has produced in excess of 1200 yards in an 8-hour day, for an average of better than one full batch every three minutes.

McMichael's plant is the one of the first IBM punch-card operated concrete batch plants in the nation.



This building, in Rocky Mount, was first to use the new units.

Natural Colored Aggregate Block Developed by Research in N. C.

*Green, brown, tan,
blue and gray now
made; working on
pinks, deep reds.*



Something new has been added to the building scene in North Carolina with the recent completion of 600 Sunset, a professional building in Rocky Mount, constructed entirely of natural colored aggregate block. This new building material, furnished by Carolina Concrete Block Works, was used for the first time in the area, and 600 Sunset is one of the first buildings in the state to be completely constructed of natural aggregate block, a new development.

Developed By School

This new block has been developed under the Industrial Experimentation program at the School of Engineering, North Carolina State College, in Raleigh, headed by Dr. William Bell.

The program was established by the North Carolina General Assembly to offer technical assistance to small industries in the state in the development of new products and new markets, and to increase utilization of the state's natural resources.

Dr. Bell, his assistant J. R. Ogburn, and other associates in this program serve as liaison technical advisors to industry. Their work with block manufacturers comes under the Mineral Industries category, and the overall program includes many other phases of industrial development. Dr. Bell is an honorary member of the North Carolina Masonry Association.

Two Years Research

Work on development of the new block has been underway for the past two years. Dr. Bell and his associates have located sources of material, tested the materials in the laboratory, and worked with manufacturers in actual plant tests.

"We have projected additional work towards developing the market for masonry products in North Carolina," Dr. Bell said, "but since much of this work is in the formative stage I am unable to furnish details at this time."

North Carolina has pioneered in use of this natural aggregate, he stated. The state is particularly rich in mineral resources, offering probably a wider variety than any other section of the country.

Many native rocks — granites, limestones and others — were used as aggregate for the natural colored blocks, which are now offered in varying shades of green, brown, tan, blue and grey. Work is now underway on developing various other colors, such as pinks and deep reds. Earl Pittman of Carolina Concrete Block Works says that he expects to have available a wide variety of pastels by summer.

The difference between this new natural block and artificially colored block may be seen in a home under construction in the area. Both types are used in the interior design, where a mantel is constructed of artificially colored block and the natural block is used in an entire wall of ground Marlite.

Split Units Used

Rocky Mount's new building, 600 Sunset, demonstrates use of this new block most effectively. It is a one-story structure with over 3,000 square feet of floor space. Split units of tan Marlite were used for the outside.

The front of the building is done in a stacked bond pattern and features two planters of olivine in a random pattern. The air-conditioned building accommodates seven offices. C. Jackson Luper is the owner and the general contractor was J. T. Braswell and Son. Russell Sorrell, local architect, served in an advisory capacity in work on the building, and with Pittman worked out the design for the frontage.

The ground blocks were finished with a three-stage automatic grinding operation, using silicon carbide abrasive wheels, on a Volz three-headed grinder. A Columbia block machine and splitter were used.

Pittman A Pioneer

Pittman is a pioneer in using different shapes of blocks to create different patterns, working closely with architects. He has had barbecues and oyster roasts at his plant for architects and contractors to show them

the work Carolina Concrete Block Works is doing. He has also had demonstrations of new products for architects and contractors in various cities of the state.

Dr. Bell and his associates have also worked closely with architects in this program, the architects helping in the development of new and different colors, shades and textures and advising on acoustics and thermal conductivity characteristics. They have been asked what they desired in colors, etc., to fill their requirements.

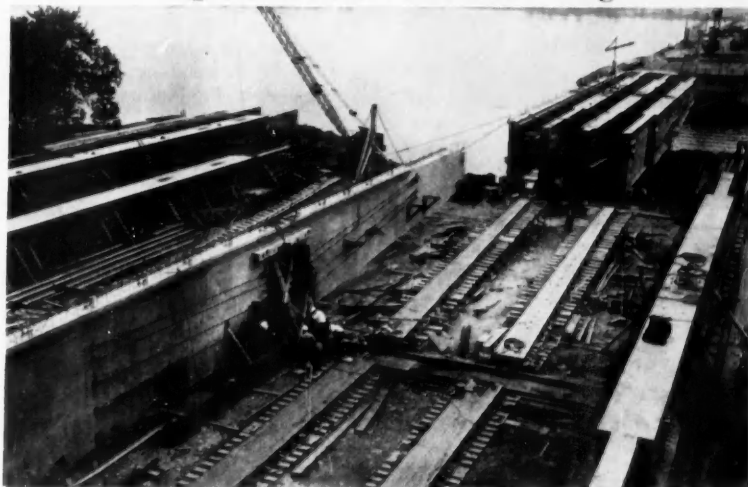
It is felt that these natural color aggregate blocks will have an even more significant place in interior decoration, as they are not only practical and enduring but beautiful as well. The demands of architects and home owners are steadily increasing for this type block, which is suitable for use in homes and schools as well as commercial buildings of all kinds.

The natural aggregate block is being used entirely in the construction of two homes in the area. It has also been used in several store frontages, also in various features of other buildings, including homes and schools.

Several thousand blocks of ground lightweight Marlite are being used in construction of five Edgecombe county schools and additions. Architects find that use of these blocks in the washrooms is particularly desirable. The blocks are cheaper than ceramic tile and offer the same qualities of permanence and beauty.

Use of this block is being considered for the corridors in several projected schools in Nash county. Several features make the block a "natural" for corridors: improvement in acoustics, lowering of fire hazard, economic factor. No repainting is ever necessary when concrete blocks are used and they last the life of the building.

Largest Prestressed Concrete Bridge



The \$1,968,000 Oneida Lake Bridge, a major link in the Empire State Interstate Route 505 between Binghamton, N. Y. and the Canadian border through Watertown, N. Y. is a milestone in prestressed concrete construction. When completed in 1960, its 320-ft span (cen to cen of piers plus two 70-ft end spans) will be one of the longest prestressed structures in the world. Competitive with steel, this low maintenance structure is being built by Terry Contracting, Inc., which was low among four bidders — all of them within \$82,000. The contract includes \$300,000 of approach work.

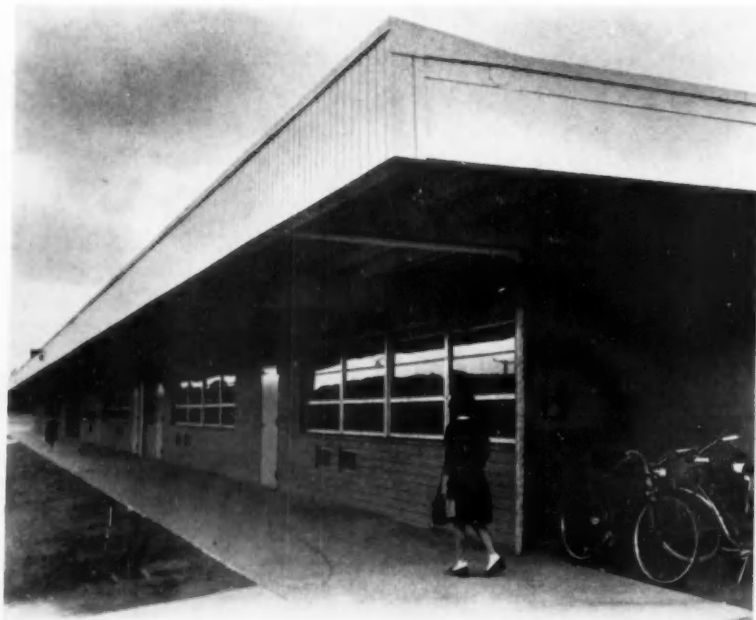
The bridge consists of two separate parallel structures, 56-ft cen to cen, carrying three lanes of traffic in each direction. Each structure is made of 12, 146-ft cantilever girders which carry five 231-ft girders hung between them. Under live load this becomes a three-span continuous structure with continuity achieved by post-tensioning transversely at ends of cantilever. All the members are post-tensioned concrete monoliths.

Architect Overcomes Design Problems To Build Low-Cost Concrete Masonry School

San Diego architect George Lykos, AIA, who specializes in school building design, recently chalked up a "first" with the opening Sept. 7 of Lakeview Elementary School in Lakeside, California. The school, designed by Lykos, is the first all concrete masonry public school building



Interior and exterior is block, as shown above and below.



to be erected in San Diego County, and it marks a major advance in providing fire proof, low-maintenance educational structures.

From the architect's standpoint, the knottiest problem was to capitalize on the inherent values of concrete block in a structure that could be built at a per-square-foot cost comparable with the ordinary school buildings in San Diego County.

"We solved the problem by working for simplicity of all structural connections and ties," Lykos said. "We worked in the direction of taking construction man-hours out of the project — of making work simple for the mason."

He said that his firm began by working on a simple design based on the modular system of the individual blocks. They thought in terms of concrete block measuring 8" x 4" x 16". After designing a plan that would permit simplest masonry work,

they simplified structural details to permit easy placing of steel and similar manhour-saving construction techniques.

The result was a 15,065 square foot school building erected at a cost of \$164,480 — about \$10.91 per square foot. This is only about one dollar per square foot higher than a comparable frame structure.

Concrete block used was Hazard Rocklite Bloc #840 O.E.

The school is painted brown on the exterior, and in yellow and multitone tints on the interior. Interior walls are exposed masonry block, with the paint applied directly to the block.

Approximately 25,000 concrete blocks, supplied by Hazard Products, Inc. of San Diego, were used in the structure. The walls are solid-filled with concrete grout, as required by the State Division of Architecture, eliminating all voids.

Hazard Products, Inc., is San Diego County's largest producer of brick and concrete masonry block. The firm manufactures over 360 different varieties of structural and decorative concrete block.

Prime contractor on the Lakeview School construction project was the J. P. Bender Company of San Diego. Masonry contractor was Wallace Masonry Company, El Cajon, Calif.

Engineer Wins Huron Concrete Improvement Award

The winner of the 1959 Concrete Achievement Award, sponsored by Huron Portland Cement Co. on behalf of the Concrete Improvement Board of Metropolitan Detroit, is Harry Ellsberg, chief structural engineer for the Detroit architectural and engineering firm of Giffels & Rossetti.

The award, a plaque, was for his use of concrete in several Detroit structures.

Zoning Okay Given For Durham RM Plant

Final approval has been given by the zoning board for a new ready mix plant in Durham, N.C. Operators of the company weren't named in the report.

A Truck Driver Tells His Views On His Responsibilities and Duties

By
Walt McDonald,

J. P. Loomis Concrete & Supply Co.
Akron, Ohio

A good driver is a goodwill ambassador and he has plenty of responsibility. He should always be on the alert to make friends for the company as well as for himself.

My policy for making friends for both of us is always being ready to unload, ready to put on or take off chutes, ready to move the truck — anything to oblige the customer. Sometimes it seems as if they are being unreasonable but the customer is our bread and butter, so always insist it is easier to move the truck than shovel the concrete. I have seen cases where moving the truck a couple of feet would have saved a wall from bulging or perhaps collapsing.

Watch Cylinder Test

Another thing a good driver will watch closely is the taking of a cylinder test. It is very important that these tests be taken correctly, as a careless test can hurt the company and that is putting it mildly.

If a driver sees a contractor pouring concrete in mud or frozen ground, he should make a note of it on his delivery slip and also report it to his dispatcher. Five or six months later the concrete may go bad and cause a lot of hard feelings, plus replacement of the concrete by the company — *at the company's expense.*

I once had the experience of waterproof concrete going bad, but I remembered very well that the men pulled the concrete through the mud across the basement and I warned them that the concrete was being ruined. I was told to take care of the mixer, that they knew what they were doing.

Presented at the Public Relations & Safety Course for Drivers, sponsored by the Ohio Ready Mixed Concrete Assoc., held in Columbus, Ohio, January 19-21, 1959.

About six months later they came back on the company but couldn't collect. Because of the mud we could punch a hole through the concrete very easily. I don't imagine it ever got hard.

Truck Appearance

A good driver should always take pride in the appearance of his truck. It doesn't take too much effort while he is waiting to load or unload to clean on the cab or drum. Five or ten minutes a day with a rag may save you many hours of hard work with a chip hammer in months to come.

A good driver will always keep his drum clean inside, but should always be cautious about where he washes out. Carelessness on his part may result in getting his buddy stuck. A lot of drivers figure they will get laid off in the fall and don't seem to care how much concrete is left in the mixer. If you don't have the same driver on the same truck every day, it is pretty hard to prove which driver is being careless.

I suppose I could get carried away with this subject because I have had a lot of experience cleaning out other drivers' drums.

Be Polite

A good driver will work for a contractor as if he were his employer. If he keeps in mind that this man is helping pay his wages, he will give him good service. Always be polite to the contractor. At times it may be hard, but he is entitled to respect. Every customer the company loses means more hours off our pay check. Some of the contractors that appear to be small are the fellows that carry us through the winter, and sometimes they grow into general contractors.

A good driver will always use caution going into a job. If he doesn't know the general ground conditions he should get out and look the job over. Be extra cautious in backing up. Always watch for pedestrians

when unloading into wheelbarrows in crowded areas. When backing up, drivers should watch for low hanging wires and keep off other peoples' property. Keep as far away from foundations as possible. A contractor expects a driver to know these things.

Making sure the concrete is stiff before leaving the plant is the driver's responsibility. After arriving on the job, add water to the load only when the contractor, or a person in charge, gives the O.K. One sure way to take a load back is to add water to it without getting permission from the proper authority.

Full Day's Work

It is the responsibility of a good driver to always give, or try to give, his employer a good day's work. I always feel that if we are real busy, coffee stops are out; but if it is a normal day, then have your coffee. One important thing — make it a quick one.

Drinking while on the job or on the way to work, or coming to work half drunk, should never be put up with. A drunken driver is a menace to everyone. With a load of concrete pushing him, he certainly is a killer on the loose. One thing for certain, he isn't a safe driver.

No one should have to tell a responsible driver to keep himself neat. He wouldn't go out selling a product without being as clean as possible, and he certainly is selling something with every load of concrete he delivers. Your job depends on the selling of all materials that the company handles. Your pay check comes from these sales. Remember that better profits, better working conditions, better equipment are all a result of your care of the customer, the care and inflation of your tires, checking your engine daily or more often if required. Checking your springs for broken leafs can save putting in a complete new spring later.

What's New in

EQUIPMENT and MATERIALS

Two Syntron Bulletins

Two new publications, one covering portable construction tools and the other on vibratory feeders, have recently been released. The portable tool booklet includes specifications, data and illustrations of the complete line of electric hammers and hammer drills, paving breakers, etc.

The other booklet describes furnace feeders, conveyors, preheating and cooling feeders, elevator feeders, with 32 pages on the complete line of small, heavy and extra heavy duty electromagnetically vibrated feeders.

Syntron Co., 324 Lexington Ave., Homer City, Pa.

Enter P39 on Inquiry Card



New Light Weight Ready Mix Truck

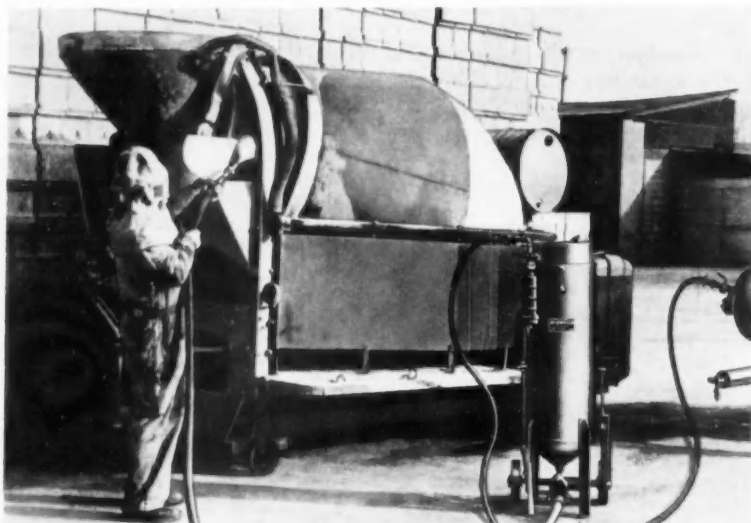
What is reportedly the lightest weight six-wheel-drive truck ever built for the ready mix market was introduced at the recent NRMCA show in Chicago. The unit was specifically designed for carrying maxi-

mum legal payloads in states where GVW allowances are limited. The heavy-duty truck has a gross vehicle rating of 52,000 lbs. It uses tougher steel to lighten components and uses aluminum wherever practical. The CL6-457 is designed to convert all weight and power into usable tractive force, with six-wheel-drive constant to front and each rear axle.

FWD Corp., Clintonville, Wisc.

Enter P40 on Inquiry Card

Portable Sand Blast Generator

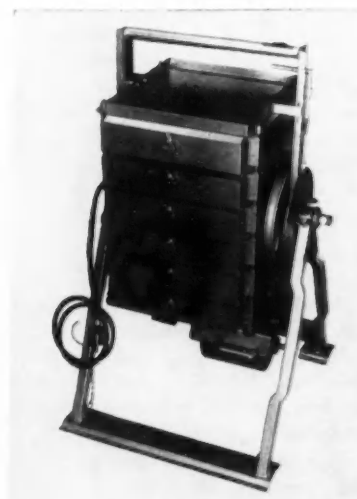


A portable sand blast generator is now made for use in concrete block and ready mix concrete plants, with the machine providing a high velocity abrasive stream to meet all pressure blasting requirements.

The units can be mounted on 24" steel or 16" rubber tired wheels. Two wheel or four wheel mounts are furnished as desired. Control valves, equipped with gum rubber wearing parts for long life, can provide fine adjustment for any type of abrasive flow. A patented stopper valve starts or stops the blast without exhausting compressed air from the tank, and stops both sand and air without adjusting the sand lever.

Ruemelin Mfg. Co., 3862-R N. Palmer St., Milwaukee 12, Wis.

Enter P42 on Inquiry Card



Portable Screening

The new Porta-Screen is a portable screening unit for size-testing concrete aggregates and similar materials. It can be hand or motor driven; handles samples up to 25 lbs. in a size range from 1 1/2" to 200 mesh.

It can be operated free-standing on any surface, bolted to a semi-permanent location, or on bare ground. The unit's recommended for field testing and inspection, ready mix or concrete products plants, and for lightweight aggregates among others.

Gilson Screen Co., 110 Center St., Malinta, Ohio.

Enter P41 on Inquiry Card

Space Saver Skip Hoist

Designed to save headroom, the new Space Saver skip hoist doesn't have bulky overhead hoisting mechanism at the top of the unit. The overall height is only inches taller than the skip bucket when it's in the raised dumping position.

The skip bucket can be tipped back out toward the mixer discharge door when in the fully lowered position, cutting down on the size of pit needed. The unit comes in from 20 cu. ft. to 75 cu. ft. capacities.

Other features include automatic bucket return, a safety bar, compact-safe drive, heavy construction, less power to operate.

Praschak Machine Co., P. O. Box 368, Marshfield, Wis.

Enter P43 on Inquiry Card

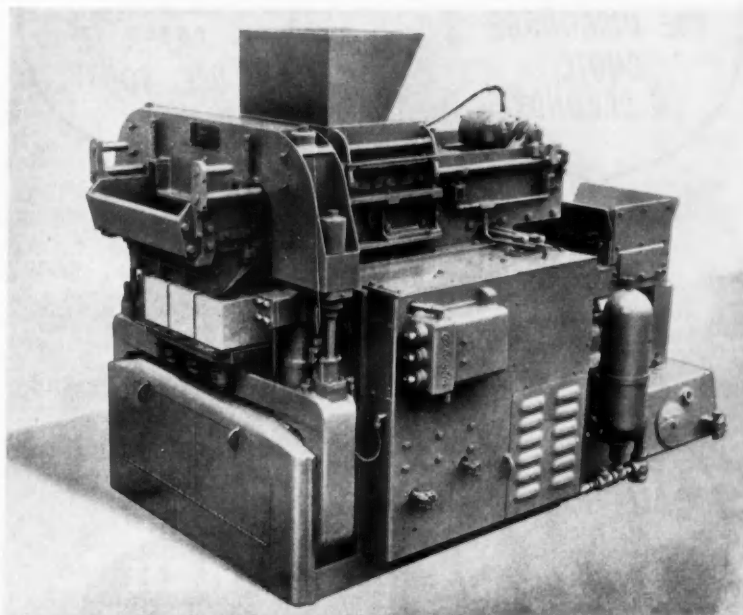


Aluminum Powders for Aerated Concrete

Now being offered are two newly developed aluminum powders to be used in making aerated or expanded concrete. Advantages of the product are said to be that they have a delayed reaction since the aluminum doesn't react at all during the 1-2 minutes of mixing time; they are completely reacted in 20-30 minutes, bringing a saving from not having a need for excess powder to allow for unreacted aluminum.

The two powders are Aluminum Powder 25, for lime-water mixtures with a high pH value, and AP 19, best suited for cement-water mixtures with a slightly lower pH value. Samples are available.

Enter P44 on Inquiry Card



Larger, Faster Model of Columbia 12 Machine

A larger, faster, more rugged version of the model 12 three block machine, called the Super 12, has been added to the Columbia line. The Super 12 is capable of eight full cycles per minute on 8" equiv. block, and is hydraulically operated and electronically controlled. It can readily be integrated into the automated Columbia system, which includes automatic batching, loading and unloading.

An innovation in the new machine, Columbia reports, is its all-bolted construction. All components are jig-drilled and precision machined to permit complete interchangeability of corresponding parts. Also, the new model allows quicker change time for mold height. The Super 12 can be changed from 8" to, for example, 4" or 6" in 30 minutes or less. Mold changes of the same height can be made in 15-20 minutes. The electronic control system has been improved by an interlocked circuit pattern that helps prevent burning out of solenoids and promotes overall efficiency of the entire electrical system.

Columbia Machine Co., 107 Grand Bld Blvd., Vancouver, Wash.

Enter P46 on Inquiry Card

Zonolite Books

Two booklets describing the advantages and applications of the new Zonolite water repellent masonry fill insulation for concrete block and brick cavity wall are now available.

One book is on block and the other on brick. Both have information and charts on the product's thermal efficiency, estimated fuel and air conditioning savings, coverage tables, water repellency advantages and installation.

Zonolite Co., 135 S. LaSalle St., Chicago 3, Ill.

Enter P45 on Inquiry Card

New Plastic Coating for Work Glove

Improvements in the coating compound are said to make the Monkey Grip work glove tougher and longer wearing, with more comfort resulting from a two piece liner that eliminates all seams from the work area.

The gloves are available in a variety of styles including fully coated gauntlets, palm or fully coated knit-

wrists, and several types with triple thick palms.

Edmont Inc., Walnut St., Coshoc-ton, Ohio.

Enter P47 on Inquiry Card

Steam Installations

A new 4 page folder shows out-standing steam installations in concrete block, prestressed and ready mix plants. It also outlines possibil-

ities for savings where limited space is required for steam sources.

Clayton Mfg. Co., 449C N. Temple City Blvd., El Monte, Calif.

Enter P48 on Inquiry Card

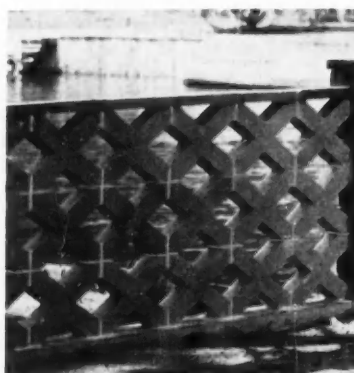


Ad Mats for Zeidler Forms

An ad mat service is now available for users of Zeidler fiberglass forms. The mats have been prepared to help users of the forms advertised the products made with the forms. So far, mats for the garbage can holder and post trim are available. Also available are other product mats.

Zeidler Concrete Products Co., Clear Lake, Iowa.

Enter P49 on Inquiry Card



Lattice Wall

Concrete masonry units in a diagonal design form diamond shaped apertures in a new wall design, using units called Gardcrete Lattice Wall shapes; size is 16" wide, 12" high, 3 1/8" thick.

Normal wall height is three units (or 3') but can be more or less, as desired. Special units are available for posts and caps.

Colorcrete Industries, Inc., 332 Ottawa Ave., Holland, Mich.

Enter P50 on Inquiry Card

**RAISES,
LOWERS OR HOLDS
THE DISCHARGE
CHUTE,
IN SECONDS**

**INCREASES
YARDAGE
-- SAFER TO
USE, TOO!**

**BENEFITS
ALL THREE:
DRIVER,
FLEET OWNER,
CUSTOMER!**

**MONARCH
DYNA-CHUTE**

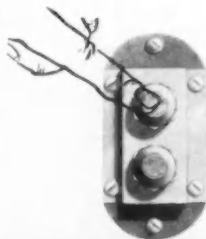
POWER HYDRAULIC CONTROLS

RAISE
HOLD
LOWER

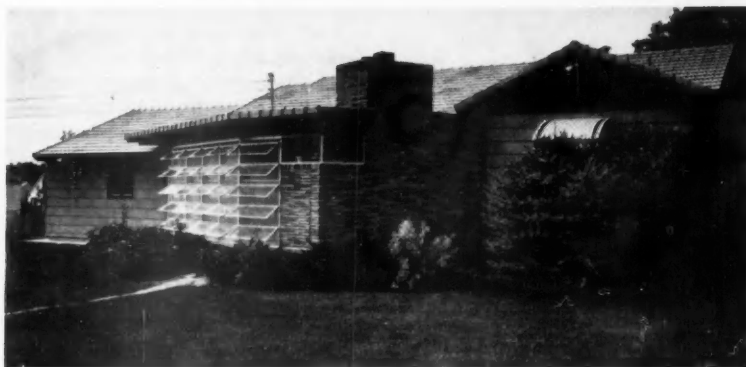
Instant action with Dyna-Chute! Raise, hold, lower the discharge chute . . . automatically! Operators nationwide report faster deliveries — increased yardage — customer satisfaction. More than 13,000 Dyna-Chute installations prove it. Now available with PUSH-BUTTON operation, as optional equipment — just push the button to raise or lower, holds automatically in any position. See your dealer or write for full details.



MONARCH ROAD MACHINERY COMPANY
1331 Michigan St., N.E., Grand Rapids 3, Michigan



New Crown Roofing Tile Being Introduced



A new roofing tile, Crown Hydro-Plastic Roofing Tile, is being introduced with the product made on specialized machinery produced and furnished to franchised manufacturers by Crown Engineering.

Ingredients of the new tile are plaster sand, portland cement, Crownite (a combination of chemical additives compounded by Crown) plus mineral oxides and coloring.

Produced in two designs called Riviera and Bahama, the unit is produced in all colors with the color going through the unit. The Riviera is designed for application over 1x2" furring strips, and the Bahama nailed directly to the deck.

Crown reports that there are six different trim pieces, with the group including ridge trim, hip trim, right and left rake, right and left rake

starters and ridge starters and finishers; the same trim pieces are used with each tile design. Cutting of the tile is done with a carborundum wheel on a hand power saw right on the roof.

When installed on the roof, the tile has a K factor of 17 giving good insulation against heat infiltration and eliminating the ice damming problem, Crown reports.

Arthur W. Madsen, president of the Crown firm at P. O. Box 1254, Billings, Mont., reports that the franchise involves purchase of equipment and the Crownite material, plus maintenance of a quality standard.

Enter P51 on Inquiry Card

High Speed Pneumatic Vibrator

Designed particularly for use in concrete pipe, prestressed and related industries, a new high speed, pneumatic external vibrator with simplified construction uses a unique turbine wheel for its power source.

Continued on next page

PRASCHAK "GO-DEVIL" BATCH LOADER

\$2600.00

**F.O.B.
MARSHFIELD,
WIS.**



Here it is! For operators who do not have overhead bins . . .

The fastest and most economical way to measure materials and charge concrete mixers. The mobile, self-propelled Praschak "Go-Devil" Batch Loader eliminates the need for expensive overhead equipment — takes guesswork from mixer charging — eliminates the hard work involved in shoveling or using wheelbarrows.

As soon as a batch has been discharged from the

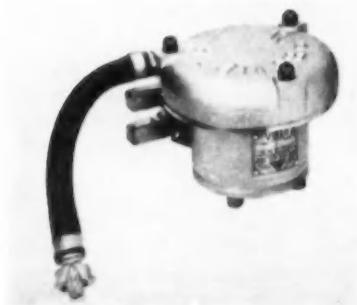
mixer, the next batch is started immediately by dumping the measured amount of material from the loader into the mixer. The mixer operator then adds the proper amount of cement to the batch — while this is dry-mixing, he drives the "Go-Devil" to the aggregate piles and loads the correct amount of aggregate for the next batch and returns to the mixer location.

WRITE TODAY FOR FULL DETAILS

PRASCHAK MACHINE CO. MARSHFIELD, WIS.

Equipment . . .

Continued from previous page



Called the TurboViber, through its typical high speed of 10,000 rpm or more it develops forces of well over a ton.

With the drive by turbine wheel, the unit requires no vanes or cylinders and there is no sliding friction, thereby requiring little attention except for lubrication. Five mounting methods are available.

Viber Co., 726 S. Flower St., Burbank, Calif.

Enter P52 on Inquiry Card



New Transcrete Line

CMC has introduced their new line of Transcrete transit mixers in 24 steel and all-aluminum models. Features of the new models are said to include: "flared" drum design with 25% deeper end blades to provide faster, smoother discharge of even lowest slump mixes; automatic wash-down system; single-lever operating system; optional "Automatic Measuring" water tank.

The new models have three types of drives: separate engine; flywheel truck engine; and standard truck engine drive.

Construction Machinery Co., Waterloo, Iowa.

Enter P53 on Inquiry Card

Engstrom Elected Pres. of Nebraska CMA

Carl Engstrom, of Lincoln, has been elected president of the Nebraska Concrete Masonry Assoc. Arnold Hilpert is first vice president; Theodore Ziemba, second vice president; Charles Watkins, treasurer; and Ralph Witchell, executive secretary.

Pullen Concrete Moves to Greenville, Tex.

The Pullen Concrete Co. has moved from Royce City to Greenville, Texas. Owned by Rayford Pullen, the firm will employ seven men and now has five trucks. Joe Copping is plant foreman.

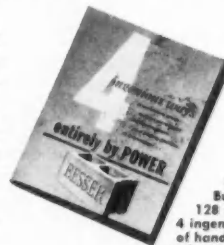
New RM Plant For Madrid, Iowa

Cleo Fuqua, of Ankeny, Iowa, has been given permission to build a ready mix plant at Madrid. Fuqua also has a plant in Ankeny.



• The Besser Brickveyor is the modern way to position brick for the cubing operation. A brick cuber picks up 32 brick at a time and deposits them on Brickveyor in an upright position. Two variable speed belts automatically tip brick from vertical to horizontal position. Adjustable inclined gravity roller conveyor accumulates rows of brick for brick clamp handling at opposite end of Brickveyor. The brick clamp, interchangeable with block cubing clamp, assures fast, safe handling from Brickveyor to cube.

Brickmaking is profitable when you can make brick on a Vibrapac and cube them with the help of a Brickveyor. Handles up to 60,000 brick per day. Speeds up the job.



• Send for Bulletin No. 128 describing 4 ingenious ways of handling block or brick by power.

BESSER COMPANY • Complete Equipment for Concrete Block Plants • Alpena, Michigan, U. S. A.

Fort Worth's "Operation Good Neighbor"

"Operation Good Neighbor," two projects recently executed by Fort Worth Sand & Gravel Co., provided an outstanding example of how to cement good relations through practical application of good industrial and community relation practices.

Although the activities were unrelated, the projects took place on succeeding days, Feb. 22 and 23. The first was a visit by a group of touring German industrialists, the second an unusual donation to the

is also executive vice president of Texas Industries, Inc., parent company of Fort Worth Sand and Gravel, and Meihaus is a vice president.

A Fort Worth Sand and Gravel Co. check for \$3,300 was presented the city of Hurst in a ceremony preceding the city council meeting on Feb. 23. Marshall, Meihaus and Production Manager John Davies represented the company at the ceremony. Hurst Mayor H. L. Merrill

accepted the check on behalf of his city.

The gift was culmination of a transaction between the company and city officials, in which Hurst had purchased an 11-acre tract of land owned by the Fort Worth firm for expansion of the city's water and sewage disposal plant, for \$3,300.

In turn, \$3,300 was donated back to the city for the Central Park development fund.



city of Hurst, an industrial suburb of Fort Worth.

On Feb. 22 a group of 12 German contractors and construction company and building materials firm owners visited the Fort Worth area as part of a U. S. tour to study building methods and facilities in this country.

The group was guest of Fort Worth Sand and Gravel at a special luncheon, and later inspected the company's new, electronically-controlled Ridglea ready-mix concrete plant in west Fort Worth.

Each member of the visiting delegation was presented an honorary citizenship card by Mayor Tom McCann and a western hat at the luncheon.

Serving as hosts were General Manager Charles E. Marshall, Vice President George Meihaus and Tim Mallon, executive assistant. Marshall

HERE'S THE DIFFERENCE AT

1/5¢

PER BAG OF CEMENT

WITH PLASTEX "400"

WITHOUT PLASTEX "400"

New and Improved Plastex "400"
at the lowest price on the market

QUALITY-ECONOMY-GUARANTEE

The three important facts about Edick Laboratories' new Plastex "400".

QUALITY: This special formula (not a detergent) will give you a sharper cornered—lighter colored—smoother surfaced, better textured block—that is both denser and stronger!

ECONOMY: ONE tablespoon of dry, powdered Plastex "400" gives you better dispersing, wetting, densifying and plasticizing! Easier stripping will double the life of your mold box liners! The cost of Plastex "400" is but a fraction of the savings achieved through reduced culls and seconds!

GUARANTEE: Your money back—if Plastex "400" does not make a stronger block and provide the economy and quality you expect—dollar for dollar and pound for pound!

- 20% lighter color—better texture.
- Greater plasticity—reduced cracking.
- Stronger, denser block.
- Reduced moisture absorption!
- Simple to use—add dry to mix.
- Hydrates all your cement.

MANUFACTURED AND DISTRIBUTED BY

PRICES F.O.B. MILWAUKEE

1 drum	15 1/2¢ per lb.
2 drums	14 1/2¢ per lb.
5 drums	13¢ per lb.
10 drums	12 1/2¢ per lb.



2358 S. Burrell Street, Milwaukee 7, Wisconsin

New York State Makes Housing Study

Imaginative planning plus the use of new methods and materials can reduce construction and maintenance costs in low rent and middle income housing without sacrificing amenities, according to a report released today by New York State Housing Commissioner James Wm. Gaynor. The report, entitled "Research Study in the Cost of Housing," was pre-

pared after a three-year study conducted by the Division of Housing.

Most of the studies were conducted in housing developments built and operated under the Division's low rent and middle income programs. Others were carried out in private and university laboratories. Many of the experiments have been completed. Several, however, are still underway to test long-range effects on various materials.

Assisting the Division in the research studies were universities, local

housing authorities and manufacturers of construction materials. The studies were made possible by a \$30,000 fund appropriated for 1957-1958 and 1958-1959 by the State Legislature. The appropriations provided this fund for architectural and engineering schools assisting with the experiments.

Among the subjects investigated were roof railings, optimum use of interior space, surface materials, exterior wall construction, apartment layouts, condensation, insulating materials and methods, ventilation, interior wall finishes and plumbing and water systems.

An experiment in the use of cement enamel glazed finishes for concrete cinder blocks instead of structural glazed tile conducted at the Redfern Addition showed that 40 per cent savings in installation costs can be effected. Other installation savings were shown in the use of corrugated panel forms for concrete slabs at Edgemere Houses in Queens, which eliminate the necessity for buffing cement ceilings.

Maintenance savings can be made, the report notes, through the use of plastic coverings to protect outside and interior brickwork from crayon and chalk defacement. Tests of these coverings were made at MacLeay Houses and also at Castle Hill Houses in the Bronx. Maintenance savings also may be achieved by replacing glass lobby windows with non-breakable acrylic and polyester plastics, tests at Alfred E. Smith Houses in New York City revealed.

Great savings also were shown by using imaginative planning in apartment design and land use. Through a reduction of space allotted for public hallways, inside corridors and closets, savings of up to \$450 per dwelling unit can be achieved, the report states. Designs for the addition of 143 dwelling units to Redfern Houses in Queens last June employed this space economy.

Superlite Moves Office

Builders Equipment Co., makers of the Superlite Unloader, have moved their offices to 4440 Tom Murray Ave., in Phoenix, Ariz. The new phone numbers are YEllowstone 7-4741 or YE 7-4742.

Now **WHISK-OFF** concrete "build-up"
with easy to apply
KLEEN-MIX



old way

new
KLEEN-MIX
method

Keep mixers clean with one-tenth the work!

KLEEN-MIX Advantages

- Cuts clean-up time in half
- Requires only brush and putty knife
- No chisel or air hammer needed
- Increases equipment life
- Easy to apply — just spray and let dry

Here's a quick, easy way to prevent concrete "build-up" on mixers, hoppers, conveyors and skip hoists. Forrer's KLEEN-MIX sprayed (or brushed) onto mixers cuts clean-up time and reduces down-time. Just apply KLEEN-MIX at night — the end of the next day use only a putty knife to scrape, and you can "whisk away" concrete build-up. No need to chisel, hammer and pound concrete! Order a supply today!



National representatives for these Ramsey Engineering products:

A.B.C. (Automatic Batching Controls) — For completely automatic weighing, mixing and handling.

MOISTURE METER C-60 — Regulates water in concrete mix automatically.

FORRER'S, Division of SPRAY-O-BOND CO.
2225 N. Humboldt Ave., Milwaukee 12, Wis.

FORRER'S

STAR PRODUCTS FOR MASONRY

XL-100 — Powdered Concrete Plasticizer

GLAIZE — Protects equipment from cement dust, concrete and dirt adhesion

P-F-P OIL — Special concrete release agent for pipe, forms and prestress

INTEGRAL WATERPROOFING PASTE — Cuts concrete water absorption

DRY POWDERED WATERPROOFING — Cuts concrete for water absorption

ARMOUR LUB NO. 2 — Heavy bodied lubricant for heavy equipment — Withstands extreme pressure — Dirt sealing — Water resistant

KCS (KOLOR CONTROL SYSTEM) — Colors match batch after batch

Wilbraham Joins Rackle Sales Staff

James O. Wilbraham has been appointed District Sales Manager of The George Rackle & Sons Company, the Midwest producer of precast concrete structural and architectural building products.

According to George P. Rackle, Jr., President, Wilbraham will act in a sales and liaison capacity with Northeastern Ohio architects, engineers and contractors to make available the rapidly expanding technological developments in the field of precast and prestressed structural concrete products.

The company, celebrating its 90th anniversary in 1960, was the originator of precast artstone used widely in local commercial and institutional buildings. Post-war European developments in precasting and prestressing developments led Rackle to pioneer structural applications in this field.

Kalamazoo Block Bought by U. S. Concrete Pipe

The Kalamazoo (Mich.) Block & Pipe Co. has been purchased by the U. S. Concrete Pipe Co., Cleveland. The newly acquired property will be operated under its present management as the Kalamazoo plant of USCPC. R. A. Beers, former owner and president, has retired from active participation in the Kalamazoo firm.

U. S. Concrete Pipe operates several plants, in Ohio, Philadelphia, Maryland, and Florida.

Money To Ease, Says Value Line Survey

"The failure of business activity to race ahead after the steel strike settlement is good news for the residential construction industry," says *The Value Line Investment Survey*. It means a smaller than expected demand for credit through the economy. The next development could well be a gradual easing of long-term money rates that would make FHA mortgages (pegged at 5¾%) more interesting to institutional investors.

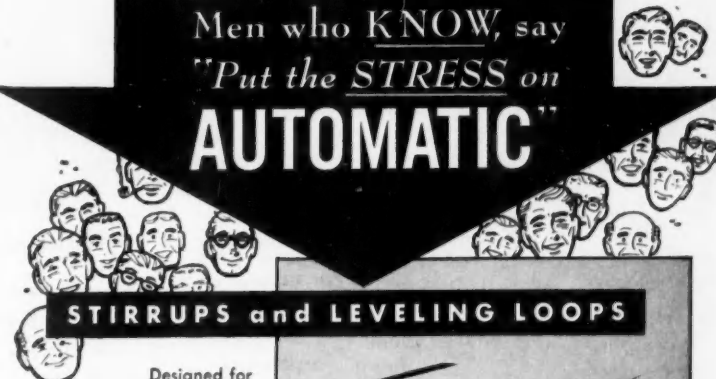
The demand for housing is strong. The nationwide vacancy rate is only

3.0%. Family formations are rising again, slowly, after passing the nadir of the late Fifties. Once financing is again readily available to make demand for new homes fully effective, the Value Line Survey concludes, a new residential boom will get under way — not this year, but possibly in 1961.

Meanwhile, few building supply companies will be able to show worthwhile earnings advances this year. Spending on new homes is expected to decline about 10% due to the current mortgage credit pinch.

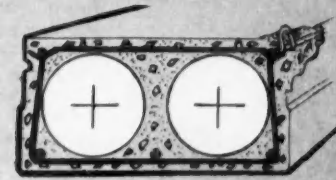
While other types of construction will probably expand, their increases may barely offset the drop in the all-important residential activity. Building material companies are facing heightened competition in a market that has temporarily stopped growing. This is reflected in unsettled prices and falling operating rates in some product lines. Profit margins will soon be under pressure on a wide front, even though overall building industry dollar volume in 1960 is expected to be about the same as in record 1959.

Men who KNOW, say
"Put the **STRESS** on
AUTOMATIC"

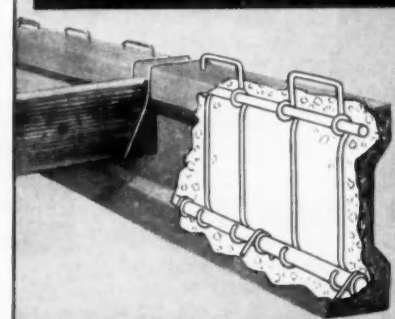


STIRRUPS and LEVELING LOOPS

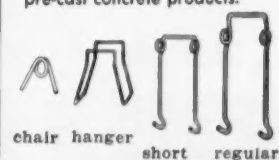
Designed for dependability and convenience in the manufacture of prestressed concrete cored slabs.



CHAIRS, HANGERS, STIRRUPS



Carefully shaped #6 and #11 gauge wire forms for accurate centering and ease of use in the reinforcing of concrete joists and other pre-cast concrete products.




chair hanger short stirrup regular stirrup

• **SPECIAL SIZES**

Send for prices, literature, samples TODAY!

• **PROMPT DELIVERY**



Serving the Concrete Products Industry
UTOMATIC SPRING COILING CO.
4045 West Thorndale Avenue • Chicago 46, Illinois

HEAD CLEARANCE PROBLEMS ?



your answer is
MULTI-LIFT
by truck-man

STARTS LOWER • LIFTS HIGHER • FOR LESS

If you have a low entrance, connecting door or are having trouble handling racks in low ceiling kilns, Truck-Man's new Multi-Lift Mast will solve your problem.

- **LOWEST DOWN HEIGHT**—Only 72" for a full 144" lift—62" for 120" lift—others available.
- **INCREDIBLY SIMPLE**—no latches, ratchets or complex mechanisms.
- **NOT HIGH FREE LIFT**—but in most cases it takes the place of HFL and, at much lower cost.
- **IMPROVED VISIBILITY**—through the mast, below eye level when lowered.
- **AVAILABLE NOW**—on all Truck-Man indoor and yard high lift models.

COMPARE DOWN HEIGHTS!



For 144" lift, conventional mast (left) has down height of 92" vs. only 72" for Multi-Lift mast (right). For 120" lift, conventional mast has down height of 83" vs. 62" for Multi-Lift.

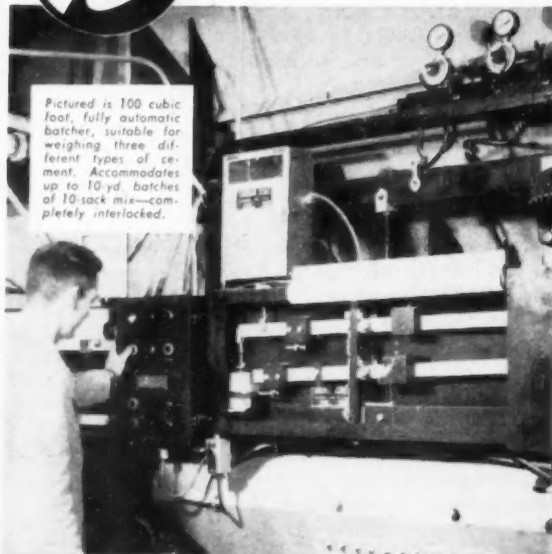
Write today for your copy of the folder describing the revolutionary new Multi-Lift mast.

truck-man

DIV. OF THE KNICKERBOCKER CO.
570 LIBERTY ST., JACKSON, MICHIGAN



NOW IT'S EASY TO HAVE
"Push Button" Batching



Pictured is 100 cubic foot, fully automatic batcher, suitable for weighing three different types of cement. Accommodates up to 10-yd. batches of 10-sack mix—completely interlocked.

Take the "guesswork" out with an **E/E AUTOMATIC BATCHING SET-UP**

- Batch to most rigid specifications
- Select proper aggregate and cement mixture
- Weigh all ingredients accurately
- Save at least 2 to 3% annual cement cost

Now is the time to have an E/E expert show you how AUTOMATIC EQUIPMENT can improve your existing plant or how a NEW AUTOMATIC BATCHING PLANT can earn you far more dollars on your original investment.

LOW PRICED! EFFICIENT! DEPENDABLE!

E/E Batching Equipment meets or exceeds specifications of the Concrete Plant Manufacturers Bureau

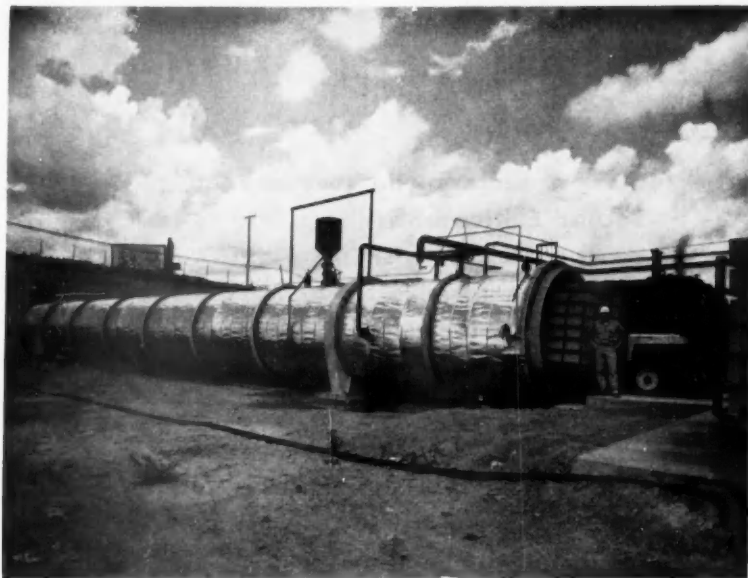


Complete Line of MATERIAL HANDLING EQUIPMENT

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| • Complete Batching Plants | • Material Bins | • Bucket Elevators | • Porto Screws |
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| • Portable Batching Plants | • Water Batchers | • Electric Vibrators | • Masonry and Concrete Saws |
| • Trolley Type Bin Batchers | • Cement Silos | • Aeration Controls | • Complete Blade Service |
| | • Belt Conveyors | • Buckets and Hoppers | • Roll-O-Hoists & Tuggers |
| | • Screw Conveyors | | |

ENGINEERED EQUIPMENT, INC.
WATERLOO, IOWA

\$250,000 Plant Open by LW Block



Lightweight Block Company, Inc., manufacturers of Solite lightweight masonry units recently played hosts to some 200 guests at the official opening of their new Roanoke, Virginia Plant. It was a big day for a company which in 1950 was manufacturing block by four hand machines and employing six to eight people.

That was the year that S. W. Hairston, now president of the company, purchased the old Martin Cinder Block Co. — now Lightweight Block Co., Inc. The company originally manufactured masonry units from cinders, cement, and gravel and other aggregates. Later that same year, a second-hand automatic machine was purchased which stepped up production and sales reached \$40,000 for that year. That was the year of an acute cement shortage and 2500 bags of cement were imported from Germany.

In 1954, the company started manufacturing Solite lightweight masonry units, and in 1958 the new plant construction program was begun. This new plant was completed and put into operation in April, 1959, and sales for that year were in excess of one-quarter million dollars or more than six times that of 1950, and employing twenty-eight people.

The 200 visitors — architects, engineers, builders, and representatives of business and civic groups — enjoyed a buffet luncheon and a tour of the company's new \$250,000 plant.

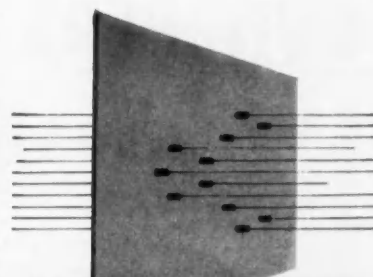
The building constructed of Solite masonry units houses the company's new equipment. This includes a 300-ton storage bin for Solite aggregates and an additional silo for the storage of cement and silica flour with a capacity of 3,000 bags of cement and 3,000 bags of silica.

The building also houses the latest model Besser Vibrapac block making machine and a mixer, and a 400 h.p. Cleaver Brooks oil or gas fired boiler which supplies the autoclave with 12,000 lbs. of steam per hour.

New Autoclave

A 9' 6" by 102' in length autoclave built for Lightweight Block Co. by Gary Steel of Lynchburg, Va., with a capacity of curing 3,200 8-inch block each 8 hours was installed adjacent to the main building.

Speaking informally, Hairston said the company's objective was to "use the finest equipment, the finest raw material, and the latest methods to produce the quality masonry units that the Roanoke area is entitled to have."



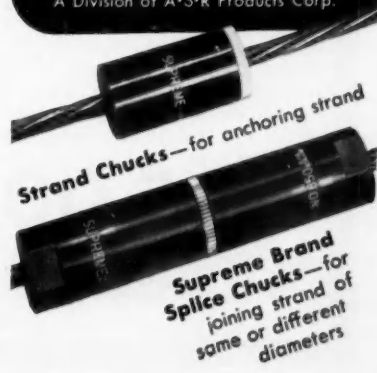
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Strand Chucks
FOR PRESTRESSING

*Cost less
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ENLARGED
SECOND
EDITION**

Block producers who have bought the Second Edition of William Grant's famous book are lavish in their praise of the new material included and the updating of subjects that were covered in the first edition. Many have re-ordered enough copies for each of their key people.

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More Pages • More Subjects Covered • More Illustrations Charts and Tables • More of Everything that Made the First Edition the Most Popular Book on the Subject Ever Offered the Block Producer.

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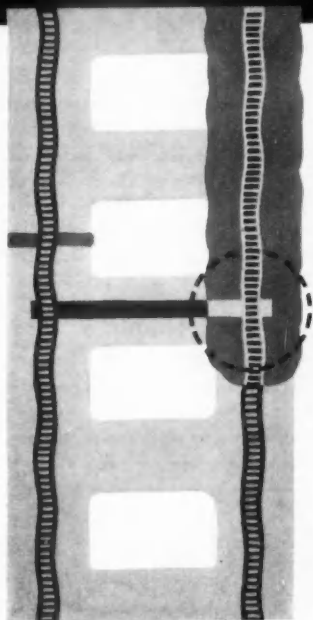
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19% MORE STEEL
in the **MORTAR**
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WAL-LOK

HORIZONTAL MORTAR
JOINT REINFORCING



Other reinforcing may be heavier but, Grade for Grade and dollar for dollar, WAL-LOK puts more steel in the MORTAR where it counts — 19.2% more than competitive products. SUPERSTANDARD Grade has 8 ga. Siderods rather than the 9 ga. used by others and it's the Siderods that end up in the mortar. Ladder type construction means no wasted steel to get in the way of insulation, pipe or conduit in the walls • No extra freight on steel that serves no useful purpose.

PLUS, these no extra cost features—WAL-LOK is Double Deformed for maximum bondage • WAL-LOK's galvanized Crossrods project for additional bond • Crossrods serve as bolsters or bar chairs to hold WAL-LOK up for complete embedment in the mortar.

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NAME OF DISTRIBUTOR NEAREST YOU.



WAL-LOK

DIV. of LENAWEE PEERLESS, INC.
1322 E. MICHIGAN • ADRIAN, MICH.

Alpha Sales, Earnings Set Record

Alpha Portland Cement Co. has reported net sales, earnings and cement shipments set a new high in 1959. Net sales for the year were \$39.4 million, a 19% increase over the previous year.

Net income for 1959 amounted to a record \$7.3 million, equivalent to \$4.14 per share, compared to 1958 figures of \$4.9 million or \$2.75 per share.

Alpha shipments were up 17% above 1958.

Alpha has also announced the appointment of C. John Wachter Jr. as a sales representative in central Pennsylvania.

General PC To Spend \$11 Million

General Portland Cement Co. will spend an estimated \$11 million for improvement and expansion in 1960, or a total of \$18 million over the next two years, according to Smith W. Storey, board chairman and president. Capital expenditures in 1959 were \$2.6 million.

Capacity at the Tampa, Fla., plant will be increased by 3 million barrels annually.

Knisley Named Tamms VP-Treasurer

Fred Knisley has been appointed to the new post of vice president and treasurer of Tamms Industries, Chicago. He formerly was vice president of the foundry, flooring and raw materials division.

E. C. McDonald has been appointed technical director of Tamms. Russell M. Held was elected vice president-general sales manager.

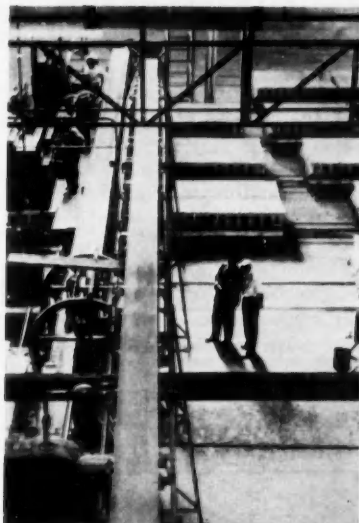
Record Sales for Penn-Dixie

Record sales and the second highest net income in the history of Penn-Dixie Cement Corp. were reported to stockholders. Net sales for 1959 totaled \$51.5 million, 9.7% over 1958's \$47 million. Net income for 1959 and '58, respectively, was \$9.2 million or \$3.42 per share, and \$8.5 million or \$3.07.

MECO

**engineered
conveyors**

bulk pay-off



Meco belt conveyors are for hard-to-handle bulk materials in busy plants—clay, aggregate, sand, stone, coal, ore and for "night-mare" products like urea, agricultural chemicals and caustics. MECO provides a single conveyor component or a completely engineered bulk handling system—in short order.

The profitable part of a MECO conveyor is in its conservative, heavy-duty design, the fact that it is planned for your specific application, and delivered when you need it. Because the design has been deliberately refined and simplified, maintenance is infrequent and easy. To find out more about a "job-fitted" conveyor or system, please write The Manufacturers Equipment Company, 218 Madeira Ave., Dayton 4, O., for Bulletin BC-1.

MECO

ENGINEERED CLAYWORKING
AND HANDLING EQUIPMENT



Rubber Joints Used At Air Station In Prestress Concrete Taxiway

Twenty-four rubber joints that contract and expand like the bellows of an accordion have been installed in a prestressed concrete taxiway at Lemoore (Calif.) Naval Air Station to give Navy aircraft a smooth rolling surface when construction of the new master jet base is completed in 1961.

The rubber "sandwiches", developed by B. F. Goodrich Industrial Products have been used previously in highway construction but this is the first installation for aircraft.

Extending 75 feet across each end of the 500-foot-long prestressed concrete taxiway, the rubber joints can absorb up to three inches of move-

ment when the concrete is affected by temperature changes. Whether expanded or contracted, the rubber joints stay level with the concrete surface, according to B.F.G. engineers.

The taxiway connects a longer taxiway with the base maintenance area. The rubber joints in this installation are each 13 inches wide. They are made in six-foot and six and one-half foot lengths for installation in multiples to span the concrete sections in highways and airstrips that are conventionally 25 feet wide.

Steel trusswork on each side of the ribbed rubber surface anchors the joints into the concrete to form a water-tight seal. The joints, exactly meeting Navy specification, were installed by the Griffith Co. under supervision of the U.S. Navy Bureau of Yards and Docks. This taxiway is made of the only prestressed concrete at the new air station. It is an experimental installation.

Use of the rubber expansion joints is expected to keep the taxiway free from weather damage and greatly reduce repair and maintenance costs.



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TOP
EFFICIENCY
with
Cardinal
Suspension
HOPPER
SCALES**

Photo courtesy of Ross Porta Plant, Brownwood, Texas

For complete information write Dept. C



Cardinal
SCALE MFG. CO.
P. O. Box 151 — Webb City, Mo.

You can depend on Cardinal Suspension Hopper Scales for top efficiency in weighing cement and aggregates. Both Beam or Dial Type available with manual, semi-automatic or fully automatic operation. Adaptable for any hopper . . . can be installed to suit any requirement. Capacities from 500 lbs., to 100,000 lbs.



Counter is dash-board mounted. Switch mounted on frame . . . cam actuated by drum.

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Deliver a BETTER MIX

Install Durant Productimeter 3-Y-8440 on your trucks to count exact number of mixing revolutions.

- ✓ COUNTER CAN BE CAB MOUNTED FOR EASY CHECKING
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COUNTING INSTRUMENTS

CLASSIFIED ADS

\$10.00 per column inch. Closing date for classified advertising copy is 4th of preceding month.

FOR SALE

One autoclave in excellent condition now in use operating at 220 lbs. pressure. Will be available soon. 123 ft. long, 8 ft. in diameter, bolted doors. Has standard gauge track. Priced at \$20,000.

C. T. GAGLE
1816 19th Ave. So. Maywood, Ill.

FOR SALE — CONCRETE TRUCK MIXERS

(As is — subject to prior sale)
One 2 yd. horizontal drum Jaeger — \$300.00
One 5 yd. 1950 Challenge on 1952 Ford with Cook Chain Drive Tandem — \$2,000.00
One 3 yd. Willard PTO — \$500.00
One 5 yd. 1952 Jaeger on GMC Tandem — \$3,850.00
Two 6 yd. 1954 Smiths on 1955 B42 Macks, ea. — \$7,850.00
CONCRETE TRANSPORT MIXER CO.
4983 Fyler Ave. St. Louis 9, Mo.
Phone: Flanders 2-7800

COLUMBIA MOLDS & PARTS

Approximately 10 complete molds from 2" thru 12" including DOX molds and parts to make many specials, such as solids, beam lintels, ornamental, etc. Priced reasonably.

BERGEN MACHINE & TOOL CO., INC.
189 Franklin Ave. Nutley 10, N. J.

BLOCK PLANT FOR SALE

Overhead steel bins, weigh-batcher, RR track hopper, bulk cement, Columbia No. 10-12" high machine, Automatic rack loader, partial paved storage.

H. P. JOSWICK
Box 358 Winona, Minnesota

FOR SALE

1—600 bbl. bulk cement silo, complete with 50 ft., 200 bbl. per hour elevator and scales and traveling weighbatcher.

1—100 ton Blaw-Knox, 2-compartment material bin, weighbatcher and scales.

1—30 ft., 24 inch portable Hoss conveyor, Wisconsin power.

1—Model K Inley crane (1/2 yd. machine) rebuilt and with written guarantee with tagline, clam and drag buckets.

1—Kent lintel machine to make 4-6-8 inch lintels up to 10 ft., 8 inches long, complete with offbearer pallets and racks.

25—60-block racks for 18 1/2 x 26 pallets.

50—84-block racks for 18 1/2 x 26 pallets.

1—Erickson platform truck.

1—Besser cubing clamp, overhead track and 2 turntables, new July 1959.

CARTER'S CONCRETE BLOCK PLANT
R. R. No. 6 Monticello, Indiana
Phone: JU 3-7811

FOR SALE

Dunbrik Brick Machine and 3,000 pallets as new. Must be sold. Make us an offer.

N. W. MARSH
R. R. 2 Kamloops, B. C., Canada

FOR SALE

Dunbrik machine, pallets, racks, mixer, etc. Besser Brickveyor. Stearns Automatic Hydromatic Splitter. All in excellent condition.

ZENITH CONCRETE PRODUCTS
200 S. Central Ave. Duluth 7, Minn.
Phone: MARKET 4-5765

WANTED

Used lintel machine in excellent condition. Also a brick attachment for Besser Vibrator.

MAISEL BROS., INC.
8th Ave., N. & Crain Highway
Glen Burnie, Md. Phone: SOUTHWIND 6-0550

WANTED

Experienced concrete products equipment salesman for office and some outside sales work, to become Sales Manager. State experience with block plant equipment, salary desired, references. All replies strictly confidential.

BOX A-87, care CONCRETE
400 W. Madison St., Chicago 6, Ill.

SITUATION WANTED

Younger man desires position as superintendent. Considerable management experience with thorough knowledge of all block machines and allied equipment. Believes in preventive maintenance and high quality with least unit cost.

BOX A-86, care CONCRETE
400 W. Madison St., Chicago 6, Ill.

FOR SALE

Ready Mix Concrete Equipment

- 1 Erie Batch Plant
3 aggregate compartments of 30 tons each 1 compartment cement 40 bbls. in bin, Auxiliary cement silo 640 bbls. 35 foot elevator with undertrack screw 3 cubic yard weight batcher and scales Located Burlington, N. C. — Excellent Condition \$16,000.00
- 4 LF190 International Tandems 1952 Models with 5 cubic yard Smith and Jaeger Mixers. Recently sandblasted, relined, rebuilt and repainted, good rubber. In use daily 5,000.00 each
- 1 1951 F-7 Ford with 3 1/2 cubic yard Jaeger Mixer, good rubber, motors recently overhauled 3,000.00
- 2 1953 452-30 GMC Tandems with Rex 3 1/2 cubic yard mixers, fluid couplings, recently sandblasted and painted, good rubber. Good overall condition, operating daily 3,500.00 each
- 2 1949 K7 International trucks with 2 cubic yard Smith Mixers. Mixer and truck engines recently overhauled. Need Paint 1,000.00 each
- 1 1952 Chevrolet with 2 cubic yard Jaeger Mixer. Good condition recently painted. Clean, good rubber 1,000.00
- 1 30 Ft. Baughman Portable 9" cement unloading screw with hopper car adapters. 5 HP Wisconsin gasoline engine .. 1,000.00

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BURTON BLOCK COMPANY
P.O. Box 146 Burton, S.C.

FLEMING

Here is a new list of block plant equipment which is reasonably priced and available for immediate delivery.

#1

FROM GLENWOOD SPRINGS, COLORADO

Fleming "10" Block Machine with front pallet feed. Molds for making brick and 4-6-8-12" blocks. Also half high molds for 6 and 4" blocks. Machine is 1958 model having been recently replaced with a larger Fleming Three block machine. Price \$6,500.

#2

IDEAL FOR ORNAMENTAL BLOCKS

Fleming-100 Semi-Automatic block machine; reconditioned, with new grille block mold. Produces beautiful grille block in 4-6-8" heights with one mold. Price \$875.

#3

BLOCK PLANT IN COLORADO

- a. Late Model Fleming-180
 - b. Stearns 18 cu. ft. Mixer
 - c. 50 Steel Racks, good condition
 - d. Molds for making 4-6-8-12" blocks
 - e. Attachments for bond beam and lintel blocks.
 - f. 1500 Marine Plywood pallets
 - g. Platform lift truck.
- Price \$3,900.

#4

BLOCK SPLITTER

Fleming Manual Block Splitter complete; ready to operate. Will split blocks up to 8" high and 24" wide. Fully mechanical operation. Price \$1,115.

#5

AT SCOTSDALE, PENNSYLVANIA

Kent, single block machine complete with 8" - 10" molds and pallets. Machine is in very good working condition. Price \$1,500.

#6

FACTORY RECONDITIONED BLOCK MACHINE

FMC-180 Automatic Block Machine complete with 8" mold and attachments for half, corner, and window block. Factory reconditioned with new machine guarantee. Will make up to 1,400 blocks daily. Price \$2,750.

In addition we have some outstanding bargains on used single and double block machines located at our factory. All equipment is offered subject to prior sale. Financing can usually be arranged with a 25% down payment.

FLEMING MANUFACTURING CO.

483 FLEMING AVE.,

CUBA, MISSOURI

Phone — TUXEDO 5-3351

SWAP—BUY—SELL BLOCK MACHINES

- 1—12 cu. ft. Stearns Mixer with motor\$500.00
 - 1—Stearns air off bearer ... 250.00
 - 1—Stearns 18 ft. Skip Hoist Complete 450.00
 - 2—Truckmen Platform Lifts . 350.00 each
 - 1—#7 Joltcrater, all motors, 3 mold boxes 900.00
 - 1—#9 Joltcrater, all motors, 3 mold boxes 1200.00
 - 1—Lith-i-Bar Twin machine . 1795.00
 - 1—12 cu. ft. Skip Hoist 400.00
- 100,000 pressed steel pallets in stock

(Send tracing or sample for quotation)
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Send in list of equipment you need. If we don't have it in stock, we usually know where we can find it at a bargain.

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COLOR YOUR CONCRETE WITH LANSCO CEMENT COLORS, available in 40 ATTRACTIVE shades. Suitable for all types of concrete products. Write for our new color card, copy of "Suggestions For Using Cement Colors," and for free samples and price list.

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Please send new catalog on EFCO Steel Forms, and address of nearest sales office (there are 29 coast to coast).

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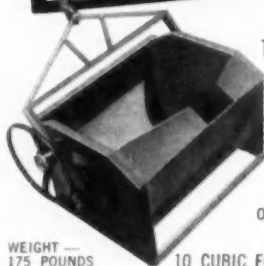
MATTAPAN 26 MASS.

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We truck our machine to your plant and supervise entire cleaning and planing off of pallet residue. No need to shut down as we will keep up with production.

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DOUBLES
EFFICIENCY!



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WEIGHT —
175 POUNDS

10 CUBIC FOOT BUCKET

FEATURES:

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Tough! Extra long lasting. Modern
flexible design. Easy, trouble-free
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11x18x36" Fan Splash Block form. Write
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GROWING



CENTRAL BUSINESS SECTION IMPROVEMENT PROGRAMS

Many communities are following the lead of New York, Chicago, Indianapolis, Toledo and others who have adopted tree and shrub planting programs as an important part of their plans to revitalize shopper interest in their central business sections. As a leading producer of forms for all types of precast concrete specialties, we have worked closely with a number of such communities to develop an excellent mold for the profitable production of these tree and shrub planters.

We will be glad to send complete information on this new mold, or any other of our many specialty molds, promptly on request. Now is the time to get ready to cash in on this big brand new market for the concrete products industry.

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AERO WELDING & MFG. CO., INC.
800 N. Russell Ave. Aurora, Ill.

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We are now taking applications from competent business people of high character for exclusive territories for highly profitable step and other precast items. We will lease you the proper equipment and train you in proper production and marketing methods.



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Serving the South at Your Plant.

SOUTHEASTERN PALLET CLEANING SERVICE
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- 65 Shades to Choose From Including Many New Colors

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Samples, Technical Brochure,
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SMITH CHEMICAL & COLOR CO.
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Cement, Chemical and Physical Laboratories
Tests of Cement, Concrete, Sand,
Steel, Cement Block, Cement Brick.
Chemical Analyses of All Commercial
Products. Complete Technical Supervision
of Central Mixed Concrete Plants.
2024 ARCH ST. • PHILADELPHIA, PA.

Superlite Names Sales Rep. for New England

Carl S. Barker, Sr., has been appointed factory sales representative in all of the New England states, as well as New Jersey, Delaware and parts of New York, Pennsylvania and Maryland. Barker lives in Mechanicsburg, Pa.

Whitman of UAC Dies at 64

Frank J. Whitman, manager of sales for the central region for Universal Atlas Cement, died Feb. 19 of a heart attack. He was 64.

Marshall Elected VP by Medusa

Robert A. Marshall, general sales manager for Medusa Portland Cement Co., was elected vice president-general sales manager. At the same time, the retirement of Ralph Campbell, vice president-commercial, was announced.

MB Appointments

Master Builders Co., Cleveland, has announced that William T. Kennedy has been named sales representative for the Miami, Fla., branch, with a territory including southern Florida.

H. J. McDargh III has been named manager of a new branch recently opened in Jacksonville, Fla., with a territory of north Florida and southern Georgia.

Macson Named Rep for Landers-Segal

Macson Associates has been appointed sales representative for upper New York, Vermont and western Massachusetts by Landers-Segal Color Co. Macson is located in Utica, N.Y.

Hobbs Named Mgr.

John O. Hobbs has been appointed manager, building materials sales, by Standard Lime & Cement Co., a division of American-Marietta, with headquarters in Baltimore, Md. Richard Bilger has succeeded Hobbs as assistant manager, building materials sales.

No Matter What
SIZE...



No Matter What
SHAPE...



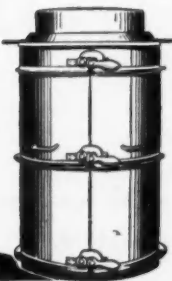
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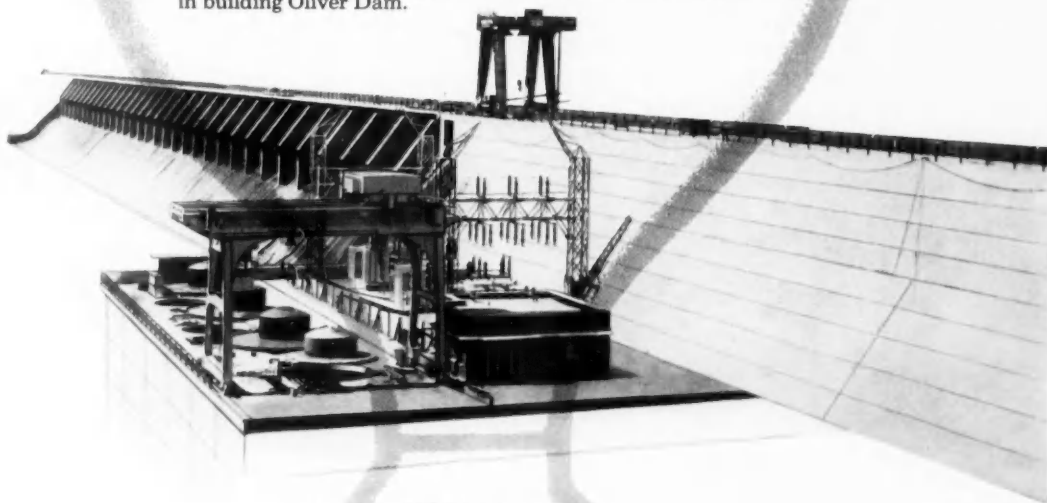
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DESIGN FOR POWER ...IN CONCRETE

Georgia's James McCoy Oliver Dam, which went into service late in 1959, can produce some 255,000,000 kilowatt-hours of power a year—electricity equal to the needs of 65,000 average homes. This newest and most modern of the Georgia Power Company's hydro-electric generating stations has opened a new era of industrial development and economic growth for Columbus and the entire Chattahoochee Valley region.

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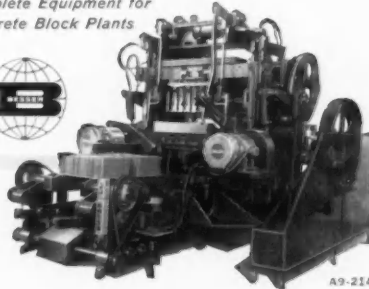
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